



Enhanced Swisscom TV 2.0 light now included in the new basic offering

With Swisscom TV 2.0 light, you can now pause shows that are currently playing and watch over 100 channels. This unique TV experience for new users is now included in the new Swisscom Casa basic offering for CHF 39.50. Also included in the price is Internet access, a fixed-line connection and the basic fee. “Anyone who still uses an analogue television can now access the world of digital television free of charge with Swisscom Casa,” says Marc Werner, Head of Residential Customers Swisscom.

Today, around 86% of all Swiss household already have broadband access, and 95% have a TV connection. With its new basic offering, Swisscom now aims to win over customers wanting a simple communications solution with Internet and fixed-line telephony who are currently with another TV provider.

Swisscom Casa includes Swisscom TV 2.0 light with more than 100 channels, including 40 in HD quality, as well as over 200 radio stations. Another new addition is Live-Pause, a practical function that allows customers to pause a current programme and continue watching it when they want. And with the TV 2.0 app or web offering, customers can watch TV on their smartphone, tablet or laptop. With the Swisscom Casa Internet connection, customers can also surf the web at 2 Mbps and make calls on the fixed-line network at the affordable EconomyLINE per-minute rate.

Cut cable costs and reduce incidental rental charges

For customers with a telephone line from Swisscom or another provider, switching to Swisscom Casa is particularly worthwhile: “For around 14 francs on top of their fixed-line connection, customers can now enjoy Internet access and the best basic TV offering while saving on cable connection costs,” says Marc Werner.

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