



## **Swisscom launches Teleclub Play video flat rate service**

**In Teleclub Play, Swisscom is offering a new video flat rate service with several thousand hours of television series, classic films, children's programmes, documentaries and sports programmes. The video library features both international and local highlights: "In collaboration with Teleclub, we have put together a particularly broad offering that, in addition to international blockbusters, sets itself apart with its huge selection of German-language and Swiss content," says Marc Werner, Head of Residential Customers Switzerland. The flat rate costs CHF 12.90 per month and is available for Swisscom TV 2.0 customers from today.**

The figures speak for themselves: Swisscom TV customers like watching videos and live sporting events on demand. They have already rented out more than nine million films, TV programmes and sporting events in this year alone – which is around 20% more than in the previous year. The new Teleclub Play video flat rate service provides an even wider range of television entertainment for all Swisscom TV 2.0 customers, who can now enjoy more than 5,000 films, TV programmes and sporting events from the comfort of their home or on the move at an attractive monthly flat rate. The video library is extended continuously and will feature some 7,000 rentals by the end of the year.

### **Top-class German-language offering with international highlights**

*Breaking Bad, The Walking Dead, Lost and The Big C* are just some of the top international series that will ensure that you spend an entertaining evening watching TV. The films on offer include blockbusters and classics such as *The Expendables, Gangs of New York, Silver Linings, Pulp Fiction* and *La Vita è Bella*.

Alongside international treats, customers will find that Teleclub Play also offers many well-known German and domestic productions: "Compared to other providers' flat rate offers, we show substantially more German-language and Swiss productions such as *Nachtzug nach Lissabon, Grounding* and the popular comedy shows from the Arosa Humor-Festival", explains Marc Werner.



**swisscom**

**Press release**

The generous selection of children's programmes is especially attractive for families, while sports fans will find an extensive and exclusive archive of sporting events. Live broadcasts of football, ice hockey and tennis matches of the current season are available just a few days later in addition to interesting sports programmes.

In a first step, Teleclub Play will be available as a German-language service, with a large selection of content also available in the original English. An offering for customers in French-speaking Switzerland is currently being prepared and will be available by the summer of 2015. An Italian-language offering is currently under consideration.

**Enjoy limitless entertainment while on the move**

Customers can also easily access the video library when they are on the move. Teleclub Play is currently available on PCs and laptops and will be available on iOS smartphones and tablets from mid-December. The first Swisscom TV 2.0 customers can already order Teleclub Play today. The video library will be activated in stages within three days for all customers and can be ordered directly from the TV screen. Existing Swisscom TV customers can easily switch to Swisscom TV 2.0 at no extra subscription fee.

To mark the introduction of the video flat rate, all new Teleclub Play subscribers will receive the first three months for free. This offer is valid until 31 January 2015.

**Related links:**

You can find detailed information on Teleclub Play here: [www.swisscom.ch/play](http://www.swisscom.ch/play)

Berne, 2 December 2014