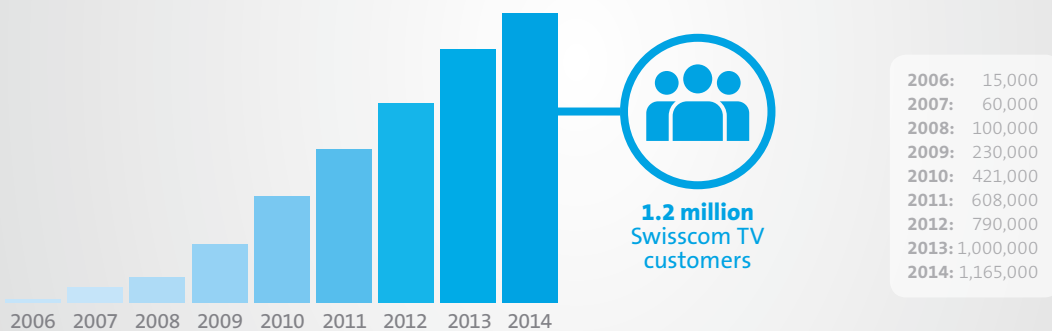




swisscom

# Steady growth: well over one million customers enjoy Swisscom TV

## Overview



### Reasons for switching to digital Swisscom TV

- > wide variety of channels
- > superior picture quality
- > easy recording
- > convergent offering



### Huge range of channels

**over 250 channels;**

of which more than 100 in brilliant HD quality. The range of channels covers 18 languages and around 35 Swiss channels.



1,200,000

**Over 1.2 million customers**


have already subscribed to Swisscom TV and will never miss another must-see programme.

## Triple screen: mobile TV offering

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 **943,000**  
unique clients

Up to 943,000 unique clients use our offer on TV air every month.

 **25%**  
Some 25% of Swisscom TV plus customers regularly use the triple screen offer.



More than **190 channels** can also be watched while on the move, meaning you can access up to seven days of replay and 1,200 hours of recordings wherever you are.



TV Connect  
Award 2015

Swisscom wins the coveted TV Connect Award 2015 for the category “Best Multiscreen TV Service” in London.

## Time-delayed television viewing (replay, live-pause and recording function)

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**750,000**

More than 750,000 customers have already activated the replay TV function.

With the replay TV function, Swisscom TV 2.0 customers can watch TV programmes for up to **seven days** after they were broadcast – on more than 250 channels!

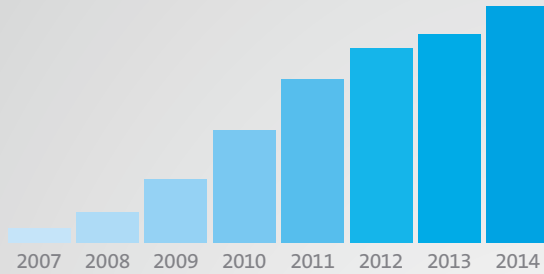


**1,200**

Swisscom TV 2.0 plus customers enjoy up to **1,200 hours** (50 days) of recording capacity. Around two thirds of all recordings are programmed series recordings.

## Content on demand

### Number of customers using the content on demand\* offer with Swisscom TV



First half of 2007	150,000	First half of 2012	3,800,000
Second half of 2007	300,000	Second half of 2012	4,150,000
First half of 2008	400,000	First half of 2013	4,200,000
Second half of 2008	650,000	Second half of 2013	4,600,000
First half of 2009	900,000	First half of 2014:	4,955,000
Second half of 2009	1,350,000	Second half of 2014:	5,499,000
First half of 2010	1,800,000	First half of 2015:	5,265,000
Second half of 2010	2,400,000		
First half of 2011	3,000,000		
Second half of 2011	3,500,000		

\* Includes films on demand and Teleclub Sport Live events



The Swisscom TV Teleclub on Demand offer currently comprises **8,000** (films, documentaries, concerts), of which more than 4,000 are in German, around 3,000 in French and more than 1,600 in Italian. Around 7,000 of these are also available in HD quality.

With more than **5,000** on-demand **Teleclub Sport Live events** a year, Swisscom TV offers sports fans the most extensive sports programme in Europe.

**8,000** films, documentaries, concerts  
**5,000** Teleclub Sport Live events

## Swisscom TV availability

 **94%**

94% of residential units currently have the required bandwidth to receive Swisscom TV.

 **97%**

More than 97% of our active TV customers already have the required bandwidth to receive Swisscom TV in HD quality.



Some **90%** of customers can even use 2 or more HD signals at once.