



One subscription covers everything: keep things simple with inOne

Swisscom is launching a radical, simplified price plan. In future, inOne will provide everything you need at home and on the move in a single package. Customers will be able to create personalised Internet, TV, telephone and mobile packages.

Swisscom is the first Swiss provider to offer a combined mobile and fixed-line package for the whole household. From April, inOne will offer one solution for all. inOne combines Internet, Swisscom TV, telephone and mobile flat rates for up to five people. At the same time, each component can be customised or excluded to reflect your personal needs. Do you want top-notch TV, but a low-key broadband connection? No problem. High-speed internet with a minimalist TV package? We can do that. Need a cheap mobile flat rate for your son and daughter too? Simply add it to your order. “We have completely redefined the subscription model with inOne, bringing together the benefits of our networks and solutions for both home and mobile use. It is very easy to use and can accommodate almost all personal preferences,” explains Dirk Wierzbitzki, a member of the Group Executive Board and Head of Products and Marketing.

A single subscription that is easy to customise

With inOne, customers only pay for what they actually need. The individual components can be upgraded, streamlined or excluded completely. For example, if the fixed line in your home is only really used to receive calls, you can now order a fixed line without flat rate usage. Alternatively, opt for the fastest broadband connection speed with limited or no TV services. Customers can use the intuitive online configuration tool or speak to an advisor, who will help them put together a personalised subscription package.

Faster connections, more roaming, better TV options

Use of digital media continues to rise steadily in Switzerland. In 2016, fixed-line data consumption rose by 30%, while mobile data usage almost doubled, as did roaming while abroad. In tandem with



the launch of inOne, Swisscom will be doubling the maximum speeds for most mobile subscriptions and offering larger roaming volumes. The new subscription includes 100 MB of data per year and 100 texts per month outside Europe. Swisscom is also expanding recording capacity and the catch-up TV range. Customers will be able to enjoy 2,400 hours of recording capacity, with seven days available on Replay even in the mid-range price segment. “This will make catch-up TV even easier to use,” explains Dirk Wierzbitzki. inOne will be available from April and will replace the Vivo and infinity packages. Naturally, existing customers will be able to choose whether to continue using their current products or transfer to inOne.

Price reductions: big savings for larger households

Prices will become more attractive with the introduction of inOne. Customers can pay as little as CHF 120 per month for Internet, TV, fixed-line telephony and a flat rate mobile subscription. Users will also be able to eliminate unwanted services with just one click. In addition, Swisscom will be reducing the prices of popular combinations and making it more advantageous to bundle fixed line and mobile subscriptions:

- New monthly price of CHF 90 for 1 Gbps home Internet. To put that in context, the same package cost CHF 229 a month in 2013. These speeds are currently only available with monthly packages costing CHF 139 and more.
- 40 Mbps home Internet plus Swisscom TV with seven-day Replay for CHF 85 per month – currently CHF 114.
- 40 Mbps home Internet and mobile flat rate S for CHF 110 per month – currently CHF 148.*
(*equivalent package comprising Internet 50 and infinity S).

Customers who bundle home Internet and mobile subscriptions will save CHF 20 on the first two mobile subscriptions, then CHF 40 per month on the third, fourth and fifth subscriptions. That puts the cost of a flat rate mobile subscription at CHF 30 per month. “This illustrates the appeal of the package,” comments Dirk Wierzbitzki. “It may be one package for all, but not one size fits all. Instead, everyone gets to choose what works for them.”



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Press release

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