



Swiss films in the comfort of your own home: Swisscom TV expands its VoD offering

TV content on demand is popular in Switzerland, with more than four million films and live sporting events being viewed by Swisscom TV customers last year. This figure has doubled since 2009.

Swisscom is now expanding its Teleclub on Demand offering. From 1 April, Swisscom TV customers will have on-demand access to over 160 Swiss films. Furthermore, Swisscom TV basic customers can now also receive Video on Demand (VoD) in HD quality.

From 1 April, Swisscom TV and Swisscom TV air customers will have on-demand access to over 160 Swiss films. Swisscom is further expanding its VoD offering, with the inclusion of film highlights, such as *Vitus* and *Die Herbstzeitlosen (Late Bloomers)* and classics like *Die Schweizermacher (The Swissmakers)*. Last year alone, the number of titles accessed on demand by Swisscom TV customers doubled. The new Swiss film package is available to all language regions in Switzerland and comprises some 100 German, 50 French and 15 Italian- language films. “When selecting which films to include, it was important to us to ensure a varied offering with something for all ages and language groups, “ says Christian Petit, Head of Residential Customers at Swisscom. Some of the home-grown titles are also available in HD quality on Swisscom TV. The Swiss feature films on demand cost CHF 3.50 per view and CHF 4.50 per view in HD quality. The range of Swiss films is to be expanded on an ongoing basis.

Films in HD quality now also available for Swisscom TV basic customers

An increasing number of films are now available in HD quality. Whereas the HD offering was previously reserved for Swisscom TV plus customers, Swisscom TV basic customers can now also enjoy films in HD quality. Customers can choose from more than 900 feature films, concerts and documentaries in top image quality which can be viewed at the touch of a button.



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Press Release

Some 3,700 titles available on demand

Swisscom's Teleclub on Demand is a popular service, with cinema highlights such as *Inception* and animated hit *Despicable Me* being watched several thousand times a month. But it's not only the current blockbusters that are accessed regularly, almost all available titles are. Swisscom TV customers can currently choose from around 3,700 films, documentaries, kids' and comedy programmes, lifestyle shows and pop and classical music concerts. The offering is updated monthly and added to all the time. A feature film on demand costs between CHF 3.50 and CHF 7.50, and is available for 24 or 48 hours, depending on the film. Children's films can be viewed from as little as CHF 1.50.

With Swisscom TV, customers can receive over 160 TV channels, more than 130 national and international radio stations and a host of Internet radio stations. Some 3,700 titles and over 2,500 exclusive Teleclub live sporting events on demand round off the package. The sporting events include National League A ice hockey games and Axpo Super League games as well as live broadcasts of European football league matches.

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