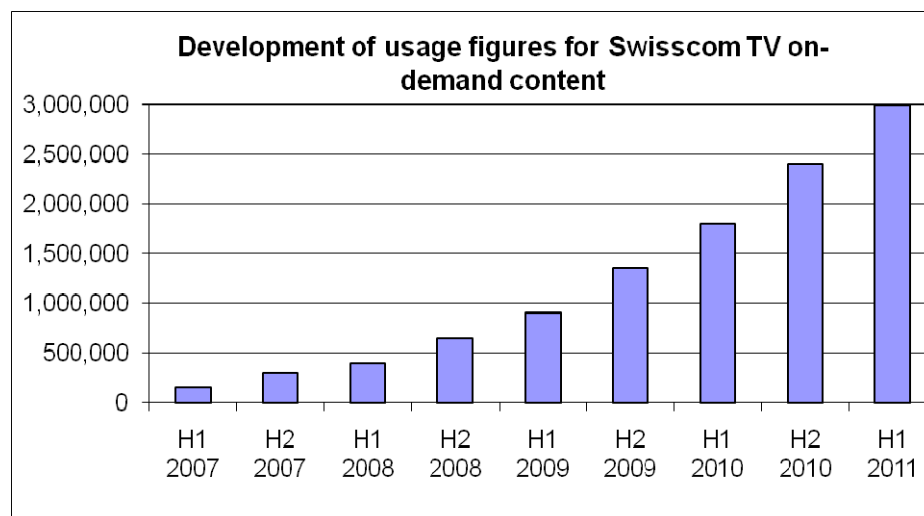


TV content on request ever more popular

TV content on request is enjoying ever greater popularity. In the first half year of this year alone, Swisscom TV customers have downloaded more than three million films and live sporting events – up almost two-fold on the same period the previous year. Swisscom is continually expanding its Teleclub on Demand offering in response to the increasing customer demand. Customers are currently able to select from around 5,000 titles, of which more than 1,000 are in high-definition (HD).

Only five years after entering the TV business, more than half a million households already use Swisscom TV. Customers benefit from over 160 channels and a constantly growing offering of content on demand. And demand is increasing steadily.



*Includes films on demand and Teleclub Sport Live events

Swisscom TV customers can currently choose from around 5,000 films, documentaries, children's programmes, comedies, lifestyle shows, and pop and classical music concerts via Teleclub on Demand. The offering is updated monthly and is constantly being expanded. 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.

The offering further boasts on-demand content from over 2,500 exclusive Teleclub Sport Live events. 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. On-demand films and live sporting events may be viewed either on a television or via Swisscom TV air on a computer or laptop. Live sporting events may also be followed on a mobile phone and require neither a Swisscom TV nor a Swisscom TV air subscription.

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