

More freedom with Swisscom TV: time-delayed television viewing and channel changing with the iPad

More than 600,000 Swiss households currently make use of Swisscom's TV offering and by doing so benefit from a growing number of functions, channels and content on demand. Films and live sporting events on demand are especially popular: in 2011 alone Swisscom TV customers used these options some 6.3 million times. Swisscom is constantly adding new extras to its product offering. During the course of the next few weeks, customers will benefit from options such as catching up on TV programmes they have missed and using a new app to change TV channels with their iPads.

The constantly growing use of TV on demand confirms the trend towards individualised TV consumption. Thanks to a new function, Swisscom is providing its customers with even more freedom in deciding what they want to watch and when. The new function will allow Swisscom TV plus customers to watch around 70 channels up to 24 hours after they have been broadcast. With a simple touch of a button. Several hundred Swisscom TV customers are already using this function successfully as part of a market test. The test will be extended in stages over the coming weeks, each time encompassing several thousand more customers, with the aim of having all Swisscom TV plus customers benefiting from this new service at no extra cost by mid-year.

Use your iPad to switch to your favourite programme

Since July 2010 Swisscom has been offering customers an app especially developed for the iPad that enables them to watch Swisscom TV when they are on the move. This app has since been downloaded more than 150,000 times. Swisscom is constantly expanding the range of apps on offer. Customers can now use their iPad as a remote control for their home television. The specially developed app will be available free of charge at the Apple App Store over the course of the next few weeks and offers an additional remote control function alongside all the services of the existing Swisscom TV Guide app.

Six new HD channels added to the basic offering

From 29 February SRG will be broadcasting six television channels – SF 1, SF 2, TSR 1, TSR2, RSI LA 1 and RSI LA 2 – in high-resolution quality (HD). Swisscom will make these channels available free of charge to all of its TV customers. Both Swisscom TV plus customers as well as Swisscom TV basic and Swisscom TV customers will be able to receive the six channels in HD quality at no extra cost.

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