



Press release

Zurich, 16 March 2009

Cablecom to expand its basic digital service

From 17 March, cablecom will extend its digital TV channel selection. 16 new channels will be added to the basic digital service – nine of which are in English. As a result, cablecom now offers Switzerland's most comprehensive TV package in English.

Whether it is films and TV series, music and culture, or news and special interest – the variety offered by cablecom's digital TV package caters for the full spectrum of viewers. As part of the continual extension of the offer, numerous new channels will be available in German-speaking Switzerland as of 17 March. Due to customer demand and cablecom's strong presence in densely-populated areas, the company has focused on English-speaking programmes.

More than 20 TV and radio stations in English

A new family channel called **FIVE** broadcasts films, series, shows and lifestyle programmes. The two private digital channels **E4** and **More 4** will augment the basic package with the very best comedies, movies, series and sport. **BBC Three**, **BBC Four**, **CBBC** and **CBeebies** complement the public digital channels from Great Britain by predominantly providing viewers with cultural programmes and documentaries as well as children's programmes. With **ITV 3** und **ITV 4**, fans of series and sports programmes get to enjoy a new exciting and comprehensive range of programmes.

BBC Three/CBBC and BBC Four/CBeebies each share a single channel position. These channels are transmitted in this way in England too. BBC Three and Four broadcast between 8 p.m. and 5 a.m., whereas air time between 7 a.m. and 8 p.m. is reserved for CBBC and CBeebies.

In addition to the English-speaking channels, **ZDF infokanal** and **Eins Extra** are also two top-quality channels in cablecom's digital channel range and round off the selection offered by digital channels ARD and ZDF. **Bibel TV** and **K-TV** are also a response to increasing customer demand. An Austrian music channel, called **gotv**, is targeted at young adults ([detailed overview of all new channels](#)).

To ensure that the new channels are in the right channel positions, some of the existing channels will have to move from their present position. For the new channel line-ups for all devices please go to www.cablecom.ch/line-up

Cablecom's **basic digital package** comprises over 110 TV (4 in HD quality) and 100 radio stations. As an optional extra, customers can select from five different programme packages which include sports, films, documentaries, children and music, as well as international languages. Apart from a cable connection, another requirement for reception is a set-top box which turns the digital signal into content which is then displayed on the television screen. The box is available from CHF 6.00 per month in various versions, either from cablecom or authorised dealers.

Media representatives are welcome to contact us for more information:

cablecom Media Relations
Phone +41 44 277 99 99
Fax +41 44 277 95 88
E-mail media.relations@cablecom.ch

About cablecom

Cablecom is the largest cable network operator in Switzerland and provides its customers with services for cable television, broadband Internet access, and mobile and fixed network telephony. As of December 31, 2008, the company had over 1.5 million television customers, of which 347,000 made use of the digital service, 486,000 were Internet customers (hispeed) and 309,000 were telephony customers (digital phone). Cablecom also provides voice, data and value-added services for business customers. Cablecom supplies cable network operators with facility construction as well as with application and transmission services for television, telephony and Internet. The company's own network connects around 1.9 million households and supplies all the larger towns in Switzerland. At the end of December 2008 the company had around 1,500 employees and its turnover was over 1 billion Swiss francs. Cablecom is a national subsidiary of UPC Broadband, the European cable network group of Liberty Global Inc.

<http://www.cablecom.ch/en/about>

About Liberty Global

Liberty Global is the leading international cable operator offering advanced video, voice and broadband Internet services to connect its customers to the world of entertainment, communications and information. As of December 31, 2008, Liberty Global operated state-of-the-art broadband communications networks that served approximately 17 million customers in 15 countries principally located in Europe, Japan, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

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