



## **Press release**

Zurich, 30 March 2009

### **Cablecom broadcasts SSF on its analogue cable network**

**At the end of February, the Federal Office of Communication (OFCOM) approved the Swiss sports television channel (SSF) application to be broadcast in cablecom's analogue cable network. The decision was justified by the fact that, as a broad-based sports channel, SSF complements the sports products of other TV operators and, in particular, of the Swiss Broadcasting Corporation (SRG). Cablecom accepts OFCOM's media policy decision and will broadcast SSF from 1 July 2009 on the analogue cable network in german-speaking Switzerland instead of the German sports channel DSF/HSE 24.**

The new SSF must-carry channel will be broadcast from 1 July 2009 instead of the German sports channel DSF/HSE 24 in cablecom's analogue service in german-speaking Switzerland as no network capacities are available for broadcasting an additional analogue channel. DSF and the German shopping channel HSE 24 have been sharing a single channel position so far.

The decision to only broadcast DSF/HSE 24 in digital format from 1 July 2009 was taken objectively. Aspects taken into account included the preservation of the current language mix, channel diversification in the analogue service as well as the market shares of the relevant channels. With the advent of the SSF as a further sports niche channel alongside the current channels Eurosport and DSF/HSE 24, it is clear that one of the two German sports channels must give way. As independent channels, both – DSF and HSE 24 – will be part of cablecom's digital basic service in the future.

### **Media representatives are welcome to contact us for more information:**

cablecom Media Relations  
Hans-Peter Nehmer, Director Corporate Communication  
Phone +41 44 277 99 99  
Fax +41 44 277 95 88  
[media.relations@cablecom.ch](mailto: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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