



Press release

Zurich, 20 October 2009

Eric Tveter, cablecom Managing Director:

«The customer wants freedom of choice»

During the 8th Biel Bienne Communication Days from 20 to 21 October, Eric Tveter, Managing Director cablecom gave a presentation entitled «The future is mobile - and what is the fixed line network provider's standpoint?»

Today's and tomorrow's customers are no longer just simply households, but individual users with different needs depending on the time and place. During the 8th Comdays in Biel, Eric Tveter, Managing Director of cablecom, explained that these customers expect freedom of choice above all. Tveter's response to «The future is mobile – and what is the fixed line network provider's standpoint?» is to ask «Would we prefer to watch a football match on an iPhone or an HDTV screen? We want to be able to do both.»

Choice implies seamless switching between cable and wireless communications and between different technologies. Choice also means seamless availability in different locations, or seamless usage of different content, such as live TV, video, as well as uploading and downloading any type of information, entertainment or communication.

To fulfil customer demand for freedom of choice, telecommunications providers will primarily need to be flexible and guarantee ease of use. As a result, cablecom is considering launching next-generation common interface modules to ensure consumers have the freedom to choose set-top boxes.

By contrast, as long as their demands are met, the majority of customers are not interested in which infrastructure and networks the service providers use. Tveter went on to say that competition has always been the key to freedom of choice and, what is more, competition between both mobile and fixed line networks and technologies. In terms of infrastructure, fierce competition over the last few years has been the driving force behind the massive expansion of services. Cablecom advocates maintaining this competition. The company has spent the past few years investing over one billion francs in developing its infrastructure; Fiber Power is just one of the innovations where it has taken a leading role. Debates about the current «fiber to the home» projects must be conducted fairly. With the market launch of industrial enterprises belonging to local authorities, the company believes there is a risk of distorting infrastructure competition.

Tveter commented that «Customer service is more important than technologies and networks; I know that this is something cablecom must place particular emphasis on. The changes we are making in this area are already making themselves felt.»

«Changing for you»

On Eric Tveter's initiative, cablecom launched an extensive programme of change in summer 2009 to quickly, significantly and sustainably improve customer and employee satisfaction. The management is treating the programme with top priority; independent institutes also play a role. In order to convey the extensive changes the organisation is undergoing both internally and to the outside world, cablecom is to be renamed UPC, the parent company's brand. The progress achieved by the «Changing for you» programme will influence the time when re-branding will take place - it is expected to occur end of Q1 2010.

Media representatives are welcome to contact us for more information:

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About cablecom

Cablecom, a UPC Broadband operation, 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 June 30, 2009, the company had over 1.5 million television customers, of which 357,000 made use of the digital service, 485,000 were Internet customers (hispeed) and 307,000 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>

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 June 30, 2009, Liberty Global operated state-of-the-art broadband communications networks that served approximately 17 million customers in 14 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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