

Press release

Zurich, 30 November 2009

World Radio Switzerland now in cablecom's analogue cable network

At the beginning of November, the Federal Office of Communication (BAKOM), told cablecom that public service broadcaster World Radio Switzerland (WRS) would have to be aired on the analogue cable network. WRS is the English language radio station for Switzerland's international audience. It is operated by the SRG SSR idée suisse in cooperation with the BBC. From 2 December 2009, cablecom will now be transmitting WRS instead of BBC World Radio on the analogue cable network throughout the whole of Switzerland.

Because there is a lack of network capacity for broadcasting an additional analogue radio channel in Switzerland, the new World Radio Switzerland (WRS) will be aired instead of the BBC World Radio news channel. WRS collaborates with BBC World Radio on international news programmes. As a result, it will still be possible to hear BBC World Radio content on WRS.

The decision to broadcast BBC World Radio in digital format only from 2 December 2009 was based on objective criteria. Aspects taken into account included maintaining the current language mix, channel diversification in the analogue service, as well as the market shares of the relevant channels. BBC World Radio can still be received on the digital radio service, together with a variety of BBC radio and television channels.

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 September 30, 2009, the company had over 1.6 million television customers, of which 362,000 made use of the digital service, 485,000 were Internet customers (hispeed) and 305,000 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>



Ein Unternehmen
von UPC

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 September 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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