

## **Press Release**

Zurich, 9 March 2010

### **Cablecom makes access to digital TV in HD quality and Internet easier and cheaper**

**From June 2010, cablecom upgrades the cable connection of 1.5 million Swiss households and introduces a new basic digital TV offer with 55 channels including HD suisse. Cable TV customers can get access to this new offer via a fully interactive HD set-top box and additional features for only CHF 4 per month, or via the DigiCard for CHF 99 and without extra monthly costs. The cablecom cable connection also comes with new free Internet connection and transmission speed of 300 Kbit/s. The upgrade of the unchanged basic analogue package and the additional options are linked with an increase in the service charge for the cable connection of CHF 0.70 to a total of CHF 23.20, in agreement with the price regulator.**

«Digital television is booming. A fact proven by more than 400,000 cablecom customers who have already opted for this new television experience. A cable connection now makes digital television even easier and more affordable. We are confident that it will attract even more customers to digital television, allowing us to further increase our lead in this promising sector. Cable is and remains the best connection for television, Internet and telephony», explains Eric Tveter, Managing Director at cablecom.

#### **Cablecom cable connection offers around 1.5 million Swiss households access to digital television and Internet without extra monthly costs**

From June 2010, cablecom will offer access to digital TV via a fully interactive HD set-top box, including popular functions such as Video and TV on demand, from as little as CHF 4 per month. At the same time cablecom customers can choose a DigiCard for simple digital television use without extra monthly costs. The basic package of 55 TV and 70 radio channels in premium digital picture and sound quality also includes HD suisse. The existing package of analogue channels remains unchanged. Thanks to consistent, annual investment amounting to a quarter of the turnover (totalling more than CHF 1 billion in the last four years), cablecom has dramatically increased the capacity of its existing network which is already 95% fibre optic. This means that the full analogue package can be carried on unchanged. At the same

time, every cable connection from June onwards will also include free Internet access with a transmission speed of 300 Kbit/s. The upgrade is linked to an increase of CHF 0.70 in the monthly connection fee to total CHF 23.20 (excluding copyright fees and VAT) from 1 June 2010. The full package has been mutually agreed with the price regulator.

### **Customers have the choice to receive digital TV via HD set-top box or the new DigiCard**

To receive simple digital television without extra monthly costs, for instance on the 2<sup>nd</sup> or 3<sup>rd</sup> tv sets, all you need is a modern television set and a DigiCard. The television signals are received via common interface technology (CI+) on a DigiCard, which fits in most TV sets sold today. With no additional devices and just one remote control, digital television will be more affordable and more convenient. Starting in June, DigiCard will be sold for CHF 99.

Cablecom will announce the details of the various products and order options available in June in good time. For further details visit [www.cablecom.ch](http://www.cablecom.ch).

### **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 31 December 2009, the company had around 1.6 million television customers, of which 379,000 made use of the digital service, 487,000 were Internet customers (hispeed) and 304,000 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 2009 the company had around 1,400 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 24 February 2010, Liberty Global operated state-of-the-art networks across 14 countries principally located in Europe, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

[www.lgi.com](http://www.lgi.com)