

Press release

Zurich, 4 June 2010

The summer's top sports events - in brilliant HD quality

Cablecom is offering its digital television customers in Switzerland the chance to enjoy this summer's sport in high-definition picture and sound quality. Live in 3D on Eurosport, cablecom will present the French Open from the Roland Garros stadium to selected customers.

High-definition sport at home: with HD Suisse, the SRG SSR idée suisse channel, all cablecom digital television customers in Switzerland will be able to enjoy the World Cup in South Africa in excellent high-definition picture quality.

Eurosport HD offers even more high-definition sport. In Switzerland, the channel is only available on cable and currently reporting several hours a day live from the French Open in Paris. And with the Tour de France from 3 to 25 July, the next major sporting event is already just around the corner.

In terms of performance, the next-generation Fiber Power cable network is exceptional. As a result, cablecom customers can follow an event live on an HD channel and record programmes simultaneously (also in HD) without negatively impacting the quality of other digital services (Internet, telephony).

Live tennis in 3D

On Sunday 6 June, Eurosport will broadcast the French Open live in 3D in partnership with the French Tennis Association (FFT) and Panasonic. This is the first time in Europe that a 14-day sporting event will be aired in this format. Eurosport will supply the 3D signal via satellite from Paris.

"Eurosport's goal has always been to offer sports fans the best TV experience possible. After the success of HD, 3D will now add a new dimension to sports TV. In conjunction with our European partner, Panasonic, and our long-standing partner, cablecom in Switzerland, we have succeeded in broadcasting the French Open in 3D and have therefore also built on our partnership between the companies concerned. As a result, Eurosport is one of the first channels to air a 3D programmes in Switzerland", comments Jean-Thierry Augustin, Managing Director Distribution & Development of the Eurosport Group.

On Friday, 4 June, a special highlight will be cablecom's broadcasting of an exclusive showcase for selected viewers. The French Open men's semi-finals will be shown in 3D at its headquarters in Zurich. In this second 3D showcase, a three-dimensional signal will be transmitted over cablecom's network and presented on Panasonic's latest equipment.

Thanks to continuous investment in the infrastructure, the cablecom Fiber Power network is prepared for this ground-breaking television experience. For reception, cablecom customers have a cablecom HD mediabox, or the DigiCard for 3D and already receive 3D content today, just as channels like Anixe HD offer in some cases. The condition is that they have a 3D-compatible TV set.

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 March 2010, the company had around 1.5 million television customers, of which 397,000 made use of the digital service, 493,000 were Internet customers (hispeed) and 312,000 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 2 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.
<http://www.cablecom.ch/en/about>

About Liberty Global

Liberty Global, Inc. 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 March 31, 2010, Liberty Global operated state-of-the-art networks serving 18 million customers across 14 countries principally located in Europe, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.
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