

## **Media Release**

Zurich, 22 July 2010

### **Cablecom launches high definition feature films on-demand**

**From 22 July 2010 box office hits such as “Avatar” and “Up In The Air” will also be available in top picture quality. Complemented by perfect sound from Dolby Digital 5.1, outstanding film entertainment can be had from as little as CHF 7.50. Swiss television's own productions are also available from Cablecom on-demand for a whole week – for free, at any time.**

Having extended the range of HD channels (most recently in February with ARD HD and ZDF HD and in June with MTVN HD) in its digital TV package, cablecom is now also opting for high definition quality in feature films on-demand (known as “video on-demand”) and is set to launch films in high definition quality for the first time ever. From 22 July 2010 a selection of Hollywood blockbusters will be available from as little as CHF 7.50 per film. In addition to the films mentioned above, further highlights include the Oscar-winning masterpiece “The Hurt Locker”, the flamboyant “Alice in Wonderland” by Tim Burton and the children’s films, “Alvin and the Chipmunks” and “Cloudy with a Chance of Meatballs” in top picture and sound quality. Only HD gives customers the real movie theatre feeling – just like directors want movie lovers to see their films. New films will be added continuously, offering varied entertainment for the whole family.

#### **Extended VOD availability**

With VoD cablecom customers can enjoy a real movie theatre like experience at home. Ideal for when one is tired in the evening or doesn’t want to walk to the video rental store when it’s raining. The new products can be enjoyed by all customers in regions already tapped into the new service who have a HD-ready set-top box.

Besides the Zurich area and Graubünden, video on-demand will also be available in Basel from Autumn onwards. The remaining cablecom networks will be continually extended next year and upgraded for TV entertainment on demand.

For further details on availability see:

<http://www.cablecom-vodchecker.ch>

#### **Easy-to-use, free trial**

To allow customers to see for themselves how easy it is, cablecom is offering the first film hire free of charge – regardless of whether it is a current feature film, classic oldie or adult film. Selected concerts are also available free of charge.

**Continued exclusive offer**

Cablecom has been providing its customers with exclusive access to the SF video portal since October 2009. Known as TV on-demand, Swiss television's own productions are available on-demand, at any time, at no additional cost – up to a week after airing.

**Enjoy all this in the cable network**

Watching several HD television programmes, HD films on-demand and making phone calls all at the same time – and thus making the most of the full bandwidth of an Internet subscription – is only possible in the cable network. Customers of telephony providers who watch television and surf the net at the same time quickly lose up to 40% of the Internet speed they have paid for.

As Koen Verwee, cablecom Marketing Vice President remarks, “we are constantly developing our products – for our customers' benefit. In doing so, we also deliver top entertainment, such as hit films on-demand in HD quality. And because the latest generation cable network allows you to use all services without restriction, cablecom is the perfect choice for families in terms of entertainment and communication.”

For more information see:

<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 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.

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