



Media Release

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Video on demand now in eastern Switzerland too

From now on customers in eastern Switzerland too can enjoy the Video and TV on demand service of upc cablecom. The virtual video store provides access to several hundred high-quality cinema and TV programmes. The largest Swiss cable network operator is also presenting new features in the 3D sector.

Video on demand (VOD) is enjoying growing popularity. An increasing number of TV customers are taking advantage of this facility which enables them to watch films conveniently at home on demand by pressing a button.

The VOD package from upc cablecom currently comprises over 400 films and is constantly being extended. From current films such as "Black Swan" or "Burlesque", through popular Swiss classics to comedies and action films, upc cablecom offers its customers the cinema experience for every taste in their own homes. The majority of films can be watched for up to 48 hours after they have been retrieved and are now already available in HD (high-definition television). In addition, more films are continually becoming available in their original language. Prices per film range from CHF 1.50 (current film of the month) to CHF 9.- (current movies in HD).

TV on demand

In addition to the VOD service, customers of upc cablecom in eastern Switzerland can also take advantage of the TV on demand service. With TV on demand favourite programmes can be watched even after they have been broadcasted. With the SF video portal for instance, Swiss Television's own productions can be watched free of charge when the customer wants and has time – up to a whole week after they are first broadcast. In addition to the SF video portal, well-known programmes such as South Park and SpongeBob from the MTV channel and Nickelodeon can be received via TV on demand. In each case the first film in a series is free and all further episodes cost from CHF 1.- each.

Expansion of VOD regions

With the extension of the VOD service to the region of eastern Switzerland, upc cablecom is further expanding the areas in which VOD is available. Customers on the cable network of upc cablecom in the Zurich/Winterthur areas and in Basel already have the service and further areas will follow by the end of the year. In order to be able to use VOD customers must have a digital TV subscription from upc cablecom, which is available from as little as CHF 4.- per month. The customer benefits from 55 digital channels, of which several are in HD, more than 100 radio stations and the VOD and TV on demand service already mentioned.

**Wimbledon finals and new film in 3D**

In addition customers of upc cablecom who have subscribed to the “Classic” and “Comfort” digital TV packages will be able to watch the men’s and women’s finals of the Wimbledon tennis tournament in 3D on 2 and 3 July. BBC HD will be transmitting both matches live and in 3D.

At the beginning of the year upc cablecom was the Switzerland’s first provider of 3D content to its customers via VOD. In the course of this year the first films in 3D were added. After “Jackass” became the first feature film to be made available in 3D this will now be followed at the end of June by the film “The Hole” at an introductory rate of CHF 5.-. In order to be able to watch 3D content via VOD you will need a set-top box, a 3D-compatible television set and appropriate 3D glasses.

For more information about the company and its products visit:

www.upc-cablecom.ch

We would be happy to supply further information to media representatives:

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About upc cablecom

upc cablecom – a Liberty Global enterprise – is the largest cable network company in Switzerland, providing its customers with offers in the areas of cable television, broadband Internet and fixed network telephony. As of March 31, 2011, the enterprise had more than 1.5 million television customers, of whom 495,000 were in the digital area, as well as 519,000 Internet customers and 333,000 telephony customers. upc cablecom also provides voice, data and value-added services for business customers. upc cablecom provides cable network operators with plant engineering and construction as well as with application and transmission services for telephony and Internet. The company’s own network connects more than two million households and supplies all the larger towns in Switzerland. In 2010, the company, which employs around 1,400 people, achieved a turnover of more than 1.1 billion Swiss francs.

www.upc-cablecom.ch/about

About Liberty Global

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 March 31, 2011, 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