



Press Release

Zurich, 7 December 2011

upc cablecom: A new dimension in home cinema

Thanks to a new menu navigation upc cablecom's Video on Demand (VOD) service is now faster, as well as easier to use and manage. With this new development Switzerland's biggest cable network operator has laid the basis for a further extension of its VOD offering, currently comprising over 1,000 films, opening up an entirely new dimension in home cinema entertainment for its over 1.5 million customers. The number of high definition (HD) TV channels (twenty are currently available) will also be expanded in the coming months.

The optimized user guidance is based on the new user interface introduced on 6 December 2011 across all of German-speaking Switzerland as well as the VOD enabled areas of the Romandy. This new interface comprises three different elements of information: a preview window provides a summary of the available titles by displaying film poster previews. The corresponding films can be directly accessed, simply by pressing a button. Those films available in HD or 3D format are correspondingly labelled.

The menu structure of the new VOD platform has also been adapted, with a view to further extending the range of films on offer. The platform is now available in German, French, Italian and English, and alongside the usual genre categories also includes additional selection criteria such as selection by original language, by format including HD or 3D, or by displaying a choice of the currently most popular films.

The third element of the VOD menu navigation allows users to view trailers for the most recent films in the newly enlarged preview window, as well as looking at seasonally changing content such as Christmas specials.

Alongside the user guidance advantages described above, a further feature of the reworked VOD platform that attracts attention is the considerably faster loading times for requested information and titles. Thanks to comprehensive investments of around 1.5 billion CHF during the last six years upc cablecom is now able to offer VOD as well as TV on Demand within its distribution area across all of German-speaking Switzerland. In the Romandy the region-wide availability is likely to be achieved before the end of 2012.



Comprehensive HDTV range

Based on the existing infrastructure upc cablecom will be driving forward the further extension of its current range of 20 high definition stations during the coming months. This will take place across Switzerland and on the entire upc cablecom network. Following on from the link-in of the two Austrian channels ORF 1 HD and ORF 2 HD in November, the inclusion of a total of six additional Swiss channels is planned for 29 February 2012.

For more information about upc cablecom visit:

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About upc cablecom

upc cablecom – a member of Liberty Global – is Switzerland's largest cable network company and provides its customers with offerings in the television, Internet and telephony sectors. As of September 30, 2011, the company recorded over 1.5 million cable connections with television and radio reception. 534,500 customers additionally use upc cablecom Digital TV and Radio. Another 535,400 Internet and 349,500 telephony customers have invested their trust in the products of Switzerland's largest cable network operator. The company also provides voice, data and value-added services for business customers. upc cablecom supplies cable network companies with system building, application and transmission services. Its own network serves over 2 million households and covers all major Swiss cities. In 2010 upc cablecom generated revenue of more than 1.1 billion Swiss francs with 1400 employees.

<http://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 September 30, 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.

<http://www.lgi.com>