



**swisscom**

Press Release

## Swisscom TV offers new HD channels

**On 1 February 2010 Swisscom will add four new high-definition (HD) channels to the three channels currently offered by Swisscom TV. German channels ARD and ZDF and Austrian channel Servus TV will be available free of charge as part of the basic package from Swisscom TV plus. Swisscom TV plus customers will continue to have exclusive on-demand access to films, concerts and documentaries in HD quality.**

Today's HD-enabled televisions deliver extremely sharp pictures to the living room, which is why Swisscom is committed to continually expanding its range of HD offerings. The four channels currently available – HD suisse, BBC HD, Anixe HD and Arte HD – will now be supplemented by ARD, ZDF and Servus TV in HD quality. Popular German-language programmes such as the crime series *Tatort*, as well as sporting events, are now being produced and broadcast in HD quality. The first highlight will be the HD broadcast of the Winter Olympics in Vancouver in mid-February.

### **Blockbusters on-demand in HD quality**

To complement its TV channel offering, Swisscom is the first provider of digital television in Switzerland to also offer customers video-on-demand in HD quality. Customers have a choice of 130 films, documentaries and concerts. Numerous dubbed films such as *Harry Potter and The Half-Blood Prince* or *The Hangover* are also available in the original language version with Dolby Digital 2.0, ensuring not only a high-resolution picture but also a first-class sound experience. Viewers make their choice at the touch of a button and the selected titles remain available for 24 hours.

[www.swisscom.ch/tv](http://www.swisscom.ch/tv)

[www.swisscom.ch/checker](http://www.swisscom.ch/checker)

Berne, 28 January 2010 / 14:00