

Media release

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Sunrise welcomes the 50,000th Sunrise TV customer

The Sunrise TV story is one of success: Sunrise, the largest private telecommunications provider in Switzerland, already has 50,000 activated customers just a little more than a year after the market launch of Sunrise TV. The successful start of the digital television offer from Sunrise underlines the correctness of the company's strategy as the only private full-service provider in Switzerland for mobile communications, Internet, telephony and TV.

At the start of 2012, Sunrise rounded off its product range with Sunrise TV and has since been providing attractive offers with a best value for money proposition in all areas of telecommunications. Mobile telephony, landline services, Internet and digital television are available from a single source with Sunrise. Since its launch a little more than a year ago, Sunrise TV has steadily continued to develop. Alongside the largest range of HD channels in the basic offer numbering 45 at present and the revolutionary function ComeBack TV, which enables 80 channels, including ten in HD, to be viewed up to 30 hours after being broadcast, new channels and language packages are regularly being added to ensure that Sunrise TV is even better adapted to the needs of customers.

Sunrise CEO Libor Voncina on the activation of the 50,000th Sunrise TV customer: "I am delighted that the product is being so well received on the market. The success of Sunrise TV indicates that our strategy as a full-service provider is on the right path. Sunrise is the only alternative to the market leader."

Sunrise

Sunrise is the largest private telecommunications provider in Switzerland with offices in Zurich, Kloten, Lucerne, Basel, Bern, Biel/Bienne, Renens, Geneva and Lugano. Around 3 million customers use products and services from Sunrise in the areas of mobile telecommunications, the landline network, Internet and IPTV. Sunrise TV, the latest generation in entertainment, stands out thanks to the largest selection of HD channels in the basic package, the "ComeBack TV" and "Live Pause" functions as well as a unique variety of TV channels and radio stations. The Business Sunrise division offers individual communication solutions for business customers. The Sunrise mobile network, which is based on GSM, EDGE, UMTS and HSPA+ technologies, provides 99% of the population with modern mobile network services at transfer speeds up to 42 Mbit/sec. A high-performance fiber-optic network measuring 10,000 km in total enables high-quality voice and data services to be provided throughout the country. Thanks to unbundling, Sunrise is able to reach approximately 85% of all households with its broadband services. Sunrise has just under 100 Sunrise centers across Switzerland. Sunrise is a brand of Sunrise Communications AG.