

Press Release, 8 April 2008

## **Two novelties for Belgacom TV: high-definition television and access to Belgacom TV with only a fixed line**

***As from 14 April, Belgacom will be offering video on demand and TV channels in high definition (HD). High-definition television offers an exceptional sharp image format and superior sound quality. Starting 14 April, Belgacom will also offer its customers with a Belgacom fixed telephone line only the opportunity to access Belgacom TV.***

### **Belgacom TV in high definition**

On 14 April, Belgacom TV will launch its high definition offer. High-definition television offers the customer images which are five times sharper than the current digital television images as well as a superior sound quality.

Belgacom TV's high-definition offer includes Video on Demand and television channels. As from 14 April the video on demand offer will include movies, documentaries en concerts in HD. Movies from Warner, Disney and the Independents will be available at launch including amongst others *Beowulf, I am Legend and The Matrix*. In addition, Belgacom TV will also start with seven channels in her HD offer: Discovery, Disney Cinemagic, the cultural channel Exqi, HD1, History, the music channel Melody Zen and Luxe TV (FR). In the coming weeks, the HD offer will be enriched with new HD TV channels, Video on Demand and sports events like the Olympic Games in August.

To access Belgacom TV HD, customers need a HD decoder and a HD television set and to be in a HD covered zone. As of June more than 50% of the households will be able to have Belgacom TV in high definition. The HD decoder can be rented for €6 per month or purchased for €199. Current Belgacom TV customers who switch to high definition television will pay a one-time connection charge of €50 including the replacement of their decoder if needed.

Until the end of August 2008 , customers who have Belgacom TV HD will have free access to the high definition offer. As of September 2008, the HD channels will be offered in a HD channels package for €9.95 per month. One HD channel will be offered for free in the standard Classic+ subscription so that eligible customers can enjoy the quality of HD television. Customers will have access to videos on demand in HD as from €3.5 per item.

### **Belgacom TV with only a Belgacom fixed line**

As from 14 April, customers who only have a Belgacom fixed telephone line (except for Discovery Line) but no Belgacom internet subscription can now also access to Belgacom TV. In this case, customers who want access to Belgacom TV will pay for the standard Belgacom TV offer: the subscription to Classic+ with more than 60 channels for €9.95 per month and the purchase (€199) or rental (€6/month) of the decoder. With this offering Belgacom confirms its multiple play ambition aiming to deploy quadruple play services across all segments.

**More info:** [www.belgacomtv.be](http://www.belgacomtv.be)

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