

Press Release



Cork becomes the first city to go digital in Ireland

Cork, 29th April, 2008: As Ireland moves towards analogue TV switch off, UPC the new parent company behind Chorus ntl today announced that it has successfully switched over all of its Cable TV customers to Digital TV in Cork. This makes Cork the very first cable network in Ireland to complete analogue switch off. To mark this occasion the company is also introducing a new digital TV pack in Cork called Digital Lite, including a Digital Video Recorder, for just €25 a month with no upfront fees. The Digital Video Recorder can pause, rewind and record live television and is available to all new customers on the Cork cable network.

The new 100% digital network will replace the existing analogue infrastructure to make way for a fully modernised cable network in the region. This means that analogue services in Cork will no longer be transmitted over UPC's platforms freeing capacity for a range of advanced services including Broadband, Phone, High Definition TV and Video on Demand.

Digital Lite is a new product which is being marketed first to new cable customers in Cork. The package contains over 50 TV and Radio channels including BBC 1,2,3,4, CBeebies, UTV, Channel 4, Setanta Sports and many more. UPC's Digital Video Recorder (DVR) allows customers to record up to 80 hours of their favourite TV programmes at the touch of a button just like the Sky+ recorder. UPC's DVR is included in the €25 a month subscription and is available to cable customers in Cork without any upfront charges for either install or equipment.

Commenting on the benefits for consumers in Cork, Simon Kelehan head of TV for UPC said: "Today is a very significant day for us - we're delighted that Cork is the first city in Ireland to switch over 100% to digital TV. The launch of the new Digital Lite product including a Digital Video Recorder means consumers in Cork can experience the benefits of the new Digital services brings right now for a market beating price."

UPC is making a commitment to invest over €4 million in Cork to continue to improve its overall network performance and to further stimulate competition in the local economy. The end result will benefit consumers in providing more choice of broadband at speeds of up to 12Mbps for residential customers and phone products together with enhancing the customer's experience.

For further information, please visit www.upc.ie/ or contact 1890 940 940.

About UPC

UPC is the new parent of Chorus & ntl and a subsidiary of UPC Broadband, the European division of Liberty Global, Inc., world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 10 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's 15,000 employees throughout Europe strive to make this happen by bringing simplicity and real human touch to everything they do. For further information on UPC Ireland, please visit www.upc.ie