



Telenet launches Play

- **All-in-one:** practical applications, including Terugkijk TV (*Lookback TV*) and watching programmes on multiple screens, supplemented with an extensive collection of movies and series for a monthly fee of only €10
- **Renewed Yelo Play app:** guide to the extensive offer, with smart search function and the practical swipe button for *all* digital TV customers



Mechelen, 10 December 2014 – Telenet today announces the next step in their entertainment strategy. The combination of digital TV and Play provides the customer with a total solution for the best TV time. With Play, Telenet is the only operator in Belgium to bundle the content of local broadcasters, an extensive collection of international movies and series, and the best TV functionalities, such as Terugkijk TV (*Lookback TV*), in one smart and simple product. Play costs € 10 a month, and is available from 15 December onwards.

From this date, all digital TV customers can also enjoy the updated Yelo Play app to guide them through the extensive range of TV programmes. A smart search function displays results in linear TV, Terugkijk TV (*Lookback TV*), recordings and the TV store. The practical swipe function enables the customer to send movies and programmes to the big screen in one movement.

Jungle of TV applications

Watching television is increasingly about using apps, websites or smart TVs. Both local programmes and international films and series are available on various platforms from different providers. These all contain their own specific possibilities and content. In the same way as KING & KONG and Whop & Whoppa brought considerable simplification, Telenet now also creates clarity in this jungle of TV applications. Telenet thereby adheres to its four core values: simplicity, transparency, focus on existing customers and continuous improvement of the customer experience.

The total solution: digital TV and Play

In combination with a digital TV subscription, Play offers customers a total solution for their television time. They can enjoy unlimited access to linear TV, Terugkijk TV (*Lookback TV*), recordings and an extensive selection of movies and series on the device of their choice.



Inge Smidts, Senior VP Residential Marketing: *“Television is a rapidly evolving market, where new options are tapped all the time. Delayed viewing, marathon viewing, watching on multiple screens: these are all trends that enable the consumer to decide for himself what he wants to watch, as well as where and when. Customer surveys have revealed, however, that there was no single product available on the market that bundled all these options and combined them with a solid offer of local and international content. With Play, we now bring all of this together for the consumer on a single platform: this is unique in Belgium, simple, and it provides access to the best entertainment the Flemish media sector has in store.”*

The strengths of Play

With Terugkijk TV (*Lookback TV*), customers can watch the TV programmes of the last 7 days again on their television, without having to record them. Running programmes can also be viewed from the beginning. Terugkijk TV is possible on 25 channels, including the major Flemish broadcasters (Een, Canvas, VTM, 2BE, VIER, VIJF), several French-speaking channels (La Une, La Deux, AB3), and channels such as Njam, Studio100 TV and Libelle. Customers can find programmes with this application using the Terugkijk TV icon in their TV magazine.

In addition to this, Play offers an extensive collection of international and Flemish movies and series, including full seasons, from which the whole family can make an unlimited choice. The customer also receives 20 additional theme channels. For families who can't wait to watch the latest blockbusters and the best international TV series, exclusively, and even before they appear on TV anywhere else in Belgium, Telenet also offers Play More. Play More covers all the functionalities of Play, topped with additional theme channels and a larger and more recent catalogue of movies and series.

Updated Yelo Play app for all digital TV customers

The updated Yelo Play app will be available for all digital TV customers from 15 December onwards. The app guides the customer through the extensive range of TV programmes on tablets and smartphones. The smart search function displays results from Linear TV, Lookback TV, recordings and the movie and series range. The customer can seamlessly send the selected movie or programme from his tablet or smartphone to the big screen with the practical swipe function.

The updated Yelo Play app is available to all digital TV customers free of charge, and works on iOS and Android. The version for Windows 8 and Windows Phone 8 is expected in the spring of 2015, together with a revised version of the yelo.be website. From then onwards, Terugkijk TV will also be available on the app for Play customers.

A Flemish entertainment platform with Flemish content

With Play, Telenet offers the Flemish broadcasters and production houses a local umbrella entertainment platform on which they can present their productions. This is how Telenet brings high-quality Flemish content to all screens in the living room. Along with other initiatives such as STAP,



Play thus takes a key role in supporting local Flemish productions and provides the local media landscape with extra oxygen.

Available from 15 December

Play and Play More will be available from 15 December onwards. The monthly fee for Play is € 10, and € 24.95 for Play More. Joining or leaving the scheme is easy and free of charge. Current Rex and Rio customers will automatically be transferred to Play and Play More from 15 December onwards.

Appendix:

TV-GIDS

16:15
MA 8 DEC

vtmHD

Safety First
19:50 - 20:20, HD
Komische serie - (jg 2/af1 6) "De multinational" Vlaamse sitcom over ...

19:30 20:00 20:30 21:00

| | | | | |
|---|------------|--|----------------------------|--|
| 1 | vtmHD | VTM NIE... | Safety First | Zot van A. |
| 2 | eenHD | Het Journaal - S... | Geert Hoste in... | Twee tot de zesde macht |
| 3 | VIER HD | Sm... | De Recherche | The Blacklist |
| 4 | CANVAS HD | On a River in Ireland | Het... | Fans of Fla... Kortfilmfestival Leuven 20 j... |
| 5 | 2 HD | Ro... | Covert Affairs | Foute Vrienden Game of Thrones |
| 6 | VIER HD | My Strange ... | Alles uit liefde | Zo Man Zo Vrouw De ... |
| 7 | Vlaanderen | Liefs uit... | Extreme Guide to Parenting | Embarrassing ... |
| 8 | rtv | Nieuws - Weerbericht - Sport op zondag | | |

ZOEKEN

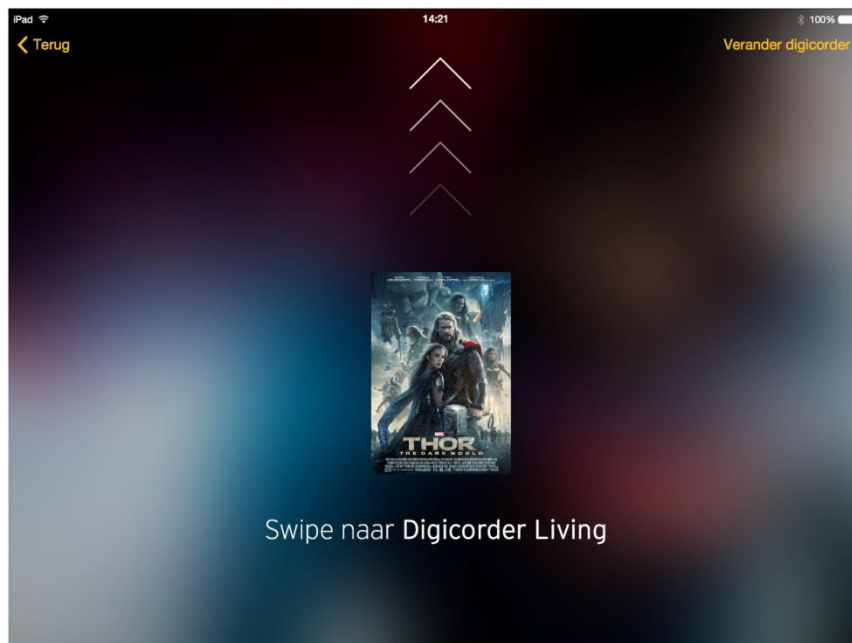
16:18
MA 8 DEC

VIER HD

De Slimste Mens ter Wereld
Spel & quiz, 2014, HD
vr 5 dec, 16:35 - 17:45
(jg 12/af1 31) Quiz.

1/4

| | TERUGKIJK TV | MEER VIER | OPNAMES | VIER HD |
|---------|----------------------------|-----------|---------|---------|
| VIER HD | De Slimste Mens ter Wereld | vr 5 dec | | 70min |
| VIER HD | De Slimste Mens ter Wereld | do 4 dec | | 65min |
| VIER HD | De Slimste Mens ter Wereld | wo 3 dec | | 70min |
| VIER HD | De Slimste Mens ter Wereld | di 2 dec | | 65min |



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About Telenet

Telenet is a leading provider of media and telecommunication services. The company specializes in the provision of cable television, high-speed Internet and fixed and mobile telephone services, primarily to residential customers in Flanders and Brussels. Telenet also provides services for companies in Belgium and Luxembourg. Telenet is listed on Euronext Brussels under ticker symbol TNET. For more information, surf to www.telenet.be