

Sunrise expands TV shop: Disney+ now seamlessly integrated

- **From 17 January 2025, Disney+ will be fully integrated into the Sunrise TV Shop and can be conveniently subscribed to and managed there.**
- **In addition to Disney+, Netflix, oneplus, Sky Show, Sky Sport, MySports and other services are also available in the TV Shop.**
- **Integration enables centralized subscription settings in the TV Shop and via My Sunrise.**
- **All streaming services are simply billed via the monthly Sunrise bill.**

Sunrise is taking the streaming experience to a new level: from 17 January 2025, Disney+ will be fully integrated into the TV Shop on the Sunrise TV Box. Customers can now subscribe to Disney+ and other streaming services with just one click directly via the TV Shop or My Sunrise and manage their subscriptions - more easily and flexibly than ever before.

In addition to Disney+, other popular streaming services such as Netflix, Sky Show, Sky Sport, oneplus and channel packages such as MySports, Canal+ and Premium Plus are also available. The seamless integration makes it possible to manage subscriptions centrally and customize them individually - without interruptions.

Flexibility and clarity for customers

With the complete integration, Sunrise is further increasing convenience for its customers. All available and subscribed services can be managed centrally in the Sunrise TV shop and in the My Sunrise self-care platform, and individual subscription settings can be made with just a few clicks. As usual, billing is conveniently organized via the monthly Sunrise bill.

The simple user interface makes it possible to start services via voice control or directly in the TV shop and switch flexibly between different streaming services. Disney+, for example, offers exclusive content from the worlds of Disney, Pixar, Marvel, Star Wars, National Geographic and Star. Highlights include hit series like "Shogun", "The Bear: King of the Kitchen", "Only Murders In The Building" as well as the critically acclaimed animated feature "Alles steht Kopf 2" or the cinema blockbuster "Deadpool & Wolverine".

Unique advantage over the competition

With this integration, Sunrise offers exceptional user-friendliness that stands out in the market. Christoph Richartz, Chief Consumer Officer Main Brand at Sunrise, explains: "Our customers appreciate flexibility and clarity. With the full integration of Disney+ and other local and international streaming services into the TV shop, we offer unlimited entertainment and unrivalled convenience. We see this as an important step in further expanding our TV experience and giving our partners a full commercial presence across all our customer touch points".

Sunrise is thus emphasizing its position as a provider of one of the most flexible and customer-oriented TV platforms in Switzerland.

For a limited time starting on 17 January 2025, Sunrise will offer subscriptions to Disney+ Standard and Disney+ Premium with a discount for new subscribers, more information on sunrise.ch/disneyplus.



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