

Media Release

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New Sunrise TV: Unlimited entertainment – simpler, more flexible and all in one place

- **Unlimited entertainment:** On top of the more than 280 TV channels in our basic offer, **Disney+ is now available as an app on the Sunrise TV Box. In addition, the offer already includes popular TV streaming apps like Netflix, Sky, Apple TV+, DAZN and oneplus, along with over 20 channel packages, such as MySports, Premium Plus and Canal+.**
- **Simpler:** The «TV Shop» on the Sunrise TV Box has been updated and is now available in the main menu. It is now possible to subscribe to and cancel TV apps and channel packages in just a few steps.
- **Clearer and more flexible:** All the subscribed and available TV apps and channel packages are now listed in the TV Shop and in My Sunrise along with details of costs and terms. The selected TV apps and channel packages can be adjusted to the customer's needs at any time with just a few clicks.
- **Top marks:** The new Sunrise TV Box, available since May, complements the ultimate TV experience and consistently receives top customer ratings.

«Sunrise TV is more than just television. We offer everything our customers prefer to see and all in one place. With the new TV Shop, they can access their favourite content easily on the Sunrise TV Box and enjoy unlimited entertainment with maximum flexibility. Customers can sign up for and amend their streaming subscriptions and channel packages anytime and with just a few clicks. The TV Shop is just the start of our new TV strategy. We'll be integrating other streaming services and offering customers exciting combined offers from a variety of services,» says Christoph Richartz, Chief Consumer Officer Main Brand at Sunrise.

With over 280 TV channels, seven days of Replay TV, up to 2,000 hours of recordings and numerous TV streaming apps, along with additional channel packages, Sunrise TV offers unlimited entertainment options. Thanks to the new TV Shop and updated user interface, Sunrise TV makes it even simpler for customers to take advantage of a wide range of offers catering to every budget, while making it easy for them to customise their subscriptions to suit their individual needs.

The TV Shop gives customers access to all offers in one convenient location on their Sunrise TV Box. Thanks to the overview of subscriptions, terms and costs, customers remain in control at all times. In addition, billing is convenient and manageable easily via the monthly Sunrise bill.

The clearly laid out TV Shop bundles popular offers from Netflix, Sky and oneplus and popular channel packages from MySports and Premium Plus. The Disney+ app is brand new and includes Disney, Pixar, Marvel, Star Wars and National Geographic, and there is a wide range of general entertainment content available on Sunrise TV under the Star brand, adding new content to Sunrise TV's entertainment offering

Customers can now sign up for their selected streaming subscriptions and all channel packages in My Sunrise, on the Sunrise self-care platform, at Sunrise shops or by calling the sales hotline.

New Sunrise TV Box for the top TV experience

Sunrise launched its new TV Box in May of this year. Boasting twice the performance of its predecessor, it supports the modern Wi-Fi 6 standard and treats the viewer to Dolby Vision sound quality.



Customers give the new Sunrise TV Box the highest ratings, especially because they can call up the home screen or TV guide twice as fast, browse channels three times faster and enjoy a quicker app-loading time, which has been reduced by 30–50%. The new TV Box is also more sustainable: it consumes around 20% less power (approx. 3.2 instead of 3.9 watts) and is made of 100% recycled plastic.

Sunrise

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