

Press Release

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Watch TV for free with yallo Free TV

- yallo is launching yallo Free TV as a free, advertising-funded TV offer that can also be used by customers of other providers.
- With basic features, the free streaming-TV solution offers everything needed for occasional television viewing.
- Anyone who wants the fully featured yallo TV offer can opt for a state-of-the-art, comprehensive TV experience at a low price from yallo Home Internet +TV.
- With its new offers, yallo is strengthening its position as a full-service provider and offering the latest mobile, Internet and TV services from a single source.

«We launched a very attractive offer last year in the form of yallo TV, which provides a comprehensive TV experience at a low price and is very popular with our customers. With yallo Free TV, we are now targeting customers who only occasionally want to watch TV with yallo, free of charge without a TV subscription. With its basic features, yallo Free TV is also an ideal launchpad for getting to know our TV offer at no cost before opting for the comprehensive yallo TV subscription», says Christoph Richartz, Chief YOL Officer of Sunrise.

Starting today, yallo Free TV is available on Apple TV and selected Android TV devices such as the yallo TV Box, through the yallo TV apps for [iOS](#) and [Android](#) on smartphones and tablets, as well as via an Internet browser on other devices. You can watch free television with yallo Free TV either as a «guest» or as a registered user (by providing an e-mail address), which also allows you to make recordings and channel lists or to stream on your television. The offer is also open to customers of other providers. No additional yallo product is required to use yallo Free TV.

yallo Free TV or yallo TV?

Unlike the yallo TV subscription, [yallo Free TV](#) is funded by advertising. For example, when you play recordings or switch channels, you will be shown two to five commercials, each of which can be skipped after 15 seconds. After this, you can change channel as many times as you like for 30 minutes without any commercial breaks. The commercials shown are continuously optimized.

Other differences are:

- **Seven days of Replay:** The Replay function is only available with a yallo TV subscription.
- **Recordings:** With yallo Free TV, less memory space is available to store recordings. It is not possible to record series and recordings are deleted after 14 days, whereas with yallo TV they are available forever.
- **Using a television:** While the yallo TV subscription permits unlimited use on all devices, you can only view yallo Free TV on a television set for up to 30 hours per month.

Booking advertising slots on yallo Free TV

Video advertising on yallo Free TV is marketed by Goldbach and offers advertising clients an attractive, measurable placement in a high-quality environment that provides attractive targeting opportunities. The advertising offered on yallo Free TV is based on the popular streaming service Wilmaa Free, which is available to users until further

notice and will be replaced by yallo Free TV at a later date. yallo TV and yallo Free TV are state-of-the-art developments from the team of experts at Wilmaa that aim to offer customers the best TV experience.

<https://www.yallo.ch/tv-free>

Sunrise

Media Relations

media@sunrise.net

Phone: 0800 333 000