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Belgacom launches Belgacom TV

28th June, 2005-Following the successful pilot phase of the new ADSL television service, tried out for six months by a thousand households in Belgium, Belgacom is now announcing the commercial launch of its digital television offering: Belgacom TV is now available.

In addition to offering an attractive range of channels, Belgacom TV provides access to a catalog of films available on demand. And right in step with the football championships in August, Belgacom TV will be offering a wide range of football programs: the nine Jupiler League matches every weekend, as well as the three best Calcio matches, the Italian A Series.

"Belgacom TV will give impetus to the Belgian television market, which has been stagnant for too long," explained Didier Bellens, Belgacom's president and CEO, at a press conference. "Belgian viewers want more flexibility, more choice and better quality. Belgacom TV offers better image and sound quality, exclusive and more interesting content, and above all, the possibility for viewers to manage what they want, when they want. From now on, every television viewer will be able to create their own television experience.

Belgacom TV viewers can tailor viewing to their specific requirements and watch television at their own pace. Belgacom TV has a range of new applications that meet the demands of today's television viewers:

- Digital sound and image quality: television programs are broadcasted in digital format, which distinctly enhances the viewing of movies, documentaries, etc.
- Easy navigation: with the remote control, it is easy to scroll through the various items of the very user-friendly menu.
- A very broad range of national and international channels: Belgacom offers 55 channels, available free of charge at the launch. This range will be extended continuously in the future.
- An intelligent TV guide: the EPG, or the Electronic Program Guide, is an amazing tool: you are given an overview of all the programs at a glance, and can manage the programming yourself;
- Parental control: with Belgacom TV, it is very easy to restrict access to programs and/or channels.
- Programs on demand: Belgacom TV also has a catalog of on demand films, with new films for the entire family added every month. TV programs will be included in this catalog at a later stage.
- More new things to come: Belgacom TV will continue to offer new possibilities in the near future, with theme channels, on demand TV programs, the possibility to pause during a program, record without a cassette or DVD, interact with a program via the remote control, etc.
- And of course, football! Following Belgacom Skynet's acquisition of the TV broadcasting rights to the Jupiler League and the Italian A Series, Belgacom TV will offer more exclusive matches and programs from August onwards, something which is certain to keep football fans delighted.

To be able to use Belgacom TV, all that is needed is a telephone line with a Belgacom ADSL Go or Plus connection, an ADSL modem compatible with Belgacom TV, a decoder, the remote control, and of course, a digital or non-digital television, with a Peritel (SCART) connector. Starting today, Belgacom TV will be available to over half of the Belgian population. Belgacom is continuing to invest in the extension of this technology, to give more and more Belgians access to Belgacom TV: thanks to the rollout of VDSL and ADSL2+, at the end of the year, more than 60% of Belgians will be able to use Belgacom TV.

The activation of the Belgacom TV service is free of charge until 31 August. After that, there will be an activation charge of €59. The decoder and the remote control can be rented at €6 per month. As an introductory offer, Belgacom TV is offering the television channels included in the Classic+ package free of charge. On activation, access is also provided to the catalog of films available on demand, at a price ranging from €2 to €6 per film.

For football, there are programs to suit everyone's interest and budget:

- For the Jupiler League, viewers can choose an All Foot subscription, which gives them access to nine matches per weekend for €25/month; or a Top Foot subscription, which gives viewers access to the three best matches of the weekend for €15 per month.

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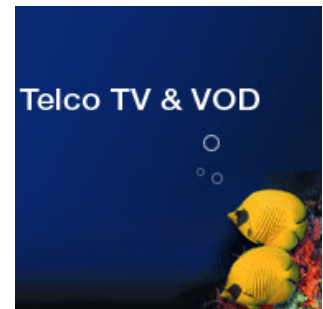
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Polls

Personalised content for micro audiences will be a key driver of IPTV services?

- Strongly agree
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- neither agree or disagree
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- Of course, Belgacom TV's interactivity also allows football fans to watch matches by Pay Per View: six matches will be available on demand for every championship weekend, at €8 per match.
- The subscription to ViaCalcio, providing access to the three best matches of the Italian A series every weekend, costs €15/month.
- In addition to these offers, which are available only for its subscribers, Belgacom decided to make a Jupiler league match available for all Belgian television viewers every weekend for 18 months. This match will be aired at 6 p.m. on Sundays by the Flemish station VRT and its French-language partner.

For more information please visit <http://www.belgacom.be/belgacomtv>

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Interactive services will be a key form of value add IPTV operators can provide consumers

 strongly agree agree neither agree or disagree disagree strongly disagree

Content owners still perceive IPTV as not being secure

 Strongly agree Agree Neither agree or disagree Disagree Strongly disagree