



Kabel Deutschland
Ein Vodafone Unternehmen.

P R E S S R E L E A S E

Kabel Deutschland rolls out its video-on-demand portal Select Video

- **Select Video's reach will extend to over 90 percent of cable customers by the end of the business year**
- **8 million households will have access to video-on-demand**
- **Kabel Deutschland's Select Video will be the number one video-on-demand choice for customers**
- **The Select Video library includes movies, series and TV programmes from more than 50 TV partners**

Unterföhring, 2 September 2014 – Kabel Deutschland is accelerating the deployment of its video-on-demand (VOD) portal on its cable network and the majority of its customers will have access to the Select Video service by the end of the 2014/2015 fiscal year. 8 million households in Kabel Deutschland's footprint will be able to access the video library with movies and series as well as TV programmes from more than 50 TV partners. In contrast to conventional streaming offerings, the Select Video VOD content is not distributed to customers via the internet, but directly through the cable network, mainly in HD quality. Kabel Deutschland's Select Video is going to be the number one video-on-demand choice for customers.

Investments in the cable network make VOD a standard feature

It was necessary to technically upgrade the regional cable networks in order to provide the Select Video service as well as the video and TV library to additional households. The network upgrade will be completed by the end of the 2014/2015 fiscal year, when over 90 percent of cable customers will have access to video-on-demand via the cable network. Select Video is integrated as a standard feature in the current models of HD receivers and HD recorders provided to customers. The roll-out of Select Video is part of the growth-oriented "Alpha" investment programme which has a 300 million euro budget.

Hybrid technology benefits from a high performance cable infrastructure

Unlike conventional streaming offerings, Kabel Deutschland's Select Video content is not distributed via the internet, but via the cable network to customers. The movies can be started at the touch of a button, without the need to download them or wait for them to load. The internet connection is only required for control signals such as start, pause, fast forward and rewind, or for searching through available content. So Select Video differs from conventional internet streaming offerings in that the internet access rate is only of secondary significance. The integration of Select Video in the HD receivers and HD recorders makes it possible to switch the remote over from linear TV to VOD at the push of a button. To use Select Video, all you need is a current Kabel Deutschland HD receiver or HD recorder and a modern home network.

Select Video delivers both movie and TV content

The Select Video library includes the latest movies from practically all major studios and independent production companies. Kabel Deutschland's VOD library includes content from more than 50 TV partners, including major TV channels such as ProSiebenSat.1, the RTL Deutschland Media Group and many pay TV providers. So Select Video is the number one VOD choice for Kabel Deutschland customers. In addition to free TV content, the content in the premium channel package that the customer subscribes to is also free of charge.

You can also download this press release at www.kabeldeutschland.com.

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About Kabel Deutschland - A Vodafone company

The Vodafone Company Kabel Deutschland (KD), Germany's largest cable operator, offers its customers high definition (HD), digital (SD) and analogue TV, Pay TV and DVR offerings, video-on-demand, broadband internet (up to 100 mbps), WiFi services and fixed-line phone services via cable. Kabel Deutschland also distributes mobile services. Headquartered in Unterföhring near Munich, the MDAX-listed company operates cable networks in 13 German federal states and supplies its services to approximately 8.3 million connected households. At 31 March 2014, Kabel Deutschland had approximately 3,700 employees. In the 2013/14 fiscal year the company reported revenues of approximately €1,900 million and adjusted EBITDA of approximately €910 million.

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