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CWC LAUNCHES PAY TV IN CHANNEL ISLANDS AND ISLE OF MAN

New TV service will increase access to local programming

Cable & Wireless Communications has become the first telecoms operator to launch its own pay TV service in the Channel Islands and Isle of Man, providing customers with 'bundle options' and new local programming.

It is the first time that residents of the islands can bundle their TV, broadband, mobile and fixed line services together for greater convenience and cost savings.

The pay TV service from Sure, Cable & Wireless Communications' local brand, will provide the 19 free-to-view digital channels currently available in the islands, plus additional channels like Film 4, ITV3, ITV4, Five*, Five USA, CITV and Bloomberg TV. 11 UK radio channels and local radio stations will also be available on the service.

Sure TV viewers will be able to pause and rewind live TV as well as record around 160 hours of programming. An application will also let customers browse and record programmes on smartphones.

Sure TV's 'My island on demand' portal will enable customers to download locally made programmes and films. Sure will work with local community organisations, charities and film makers to give them the facility to upload to the portal. Content will include the Isle of Man's first TV news station and Guernsey Football Association matches.

The channel will be complemented by the 'My island' text-based service which will provide information like local weather, tides and flights.

Sure TV will be delivered over a broadband connection to a set top box. Customers will also be able to plug their own devices into the box to view home movies and photos, or play their own music through their TV.

Eddie Saints, CEO of Cable & Wireless Communications in the Channel Islands and Isle of Man, said:

"The launch of pay TV is an important step for the company enabling us to offer quad play bundles of mobile, broadband, fixed line and pay TV. We're focused on offering more to our customers, building both loyalty from existing customers and attracting new subscriptions."

Cable & Wireless Communications, which has operations in 29 countries, also provides pay TV services in Panama, Monaco, Barbados and St. Lucia, and mobile TV in Jamaica.

About Cable & Wireless Communications

Cable & Wireless Communications is a global full-service communications business. We operate leading communications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include mobile, broadband and domestic and international fixed line services in most of our markets as well as pay-TV, data centre and hosting, carrier and managed service solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit www.cwc.com.

About Sure

Sure, the brand for Cable & Wireless Communications' services in the Channel Islands and Isle of Man, is leading the introduction of choice for telecom customers supported by an ongoing commitment to quality, value and customer care in all areas of service.

Our offering includes mobile, broadband and fixed line services for consumers as well as advanced internet, hosting, security and international services for business customers.

Being a good corporate citizen is of paramount importance us. From supporting local charities to staging events islanders can be part of, we take pride in our active involvement in the communities in which we operate.

For more information, please visit: www.surecw.com.

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