



Market Update

25 June 2014

Telecom reveals more details of internet TV business

Telecom announced today further details of its coming internet TV business. These include its name: **Lightbox**, pricing and some of the key content.

Lightbox will launch in the coming weeks with about 5,000 hours of content. This will include exclusive new television series plus a large range of full back-catalogues of hit TV shows.

Lightbox, which will be available via any broadband connection (not just Telecom), will offer customers a 30-day free trial to try out the service. After the free trial, the service costs just \$15 per 30 days of unlimited viewing. There are no set up costs, contracts or set-top boxes required.

Devices confirmed for launch include Windows and Mac PCs and laptops, iPad and Apple Airplay. Additional devices are also in the pipeline.

Up to five devices can be registered to each account at once and two live streams can run per account at any given time.

Insight into the metrics with which to assess the success of the business will be provided to investors and analysts at Telecom's full year profit announcement on 22 August.

A copy of the consumer media release is attached.

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For media queries, please contact:

Andrew Pirie

General Manager Corporate Relations +64 (0) 27 555 0275

For investor relations queries, please contact:

Mark Laing

General Manager Corporate Finance +64 (0) 27 227 5890

News release

25 June, 2014

Lightbox is here!

A new online service is about to give New Zealanders a lot more choice over how they watch TV shows.

Telecom has today confirmed that Lightbox will launch in the coming weeks offering people with a broadband connection the opportunity to choose what they watch, when they like, with no ads or interruptions.

TV shows available to New Zealanders on Lightbox will include the highly-anticipated series *24 – Live Another Day*, starring Kiefer Sutherland as the legendary Jack Bauer.

Hit drama series *Vikings*, currently in production on its third season, also features in the Lightbox line-up.

Drama series *Mad Men* is also confirmed as part of the line-up. Since the show's US premiere in 2007, it's received four Emmy® Awards for Outstanding Drama Series and three Golden Globe® Awards for Best Television Drama Series.

While the full line-up of shows won't be revealed until the service goes live, Simon Hoegsbro, Launch Director for Lightbox, says viewers can look forward to entertainment the whole family will enjoy.

"We're launching with around 5000 hours of award winning TV shows that span all genres – whether you're into drama, comedy, sci fi, fantasy, reality or kids shows, there's something for everyone."

A free 30-day trial will allow TV lovers to explore the service thoroughly before they make their first payment of just \$15.

HOW LIGHTBOX WORKS

The service can be used across multiple devices, including laptop, desktop, iPad and Airplay on Apple TV.

Up to five devices can be registered to each Lightbox account, and two shows can be played at once, so you can watch the latest drama series in the living room while your kids sing along to their cartoon favourites in their bedroom. A parental control function enables parents to filter out content playback according to rating.

Set up is easy. There are no contracts or installation visits required and membership is available to all New Zealanders, regardless of their broadband service provider.

“Our aim is to bring our service to as many homes as possible,” says Hoegsbro. “We want viewers to discover shows they’ll love, and have the freedom to watch them on their own terms. Lightbox enables exactly that.

“We hope New Zealanders will take advantage of our free 30-day trial to check out what we’re offering and watch some great TV shows. To pre-register, visit lightbox.co.nz and enter your email address.”

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Contact: Alex Gray, Pead PR, Tel: 09-551-2379, Email: alex@peadpr.co.nz

EDITORS NOTE:

Compatible device and broadband required. Your ISP charges apply. Lightbox is \$15 per 30 days after the 30 day free trial. Terms of use apply.

www.lightbox.co.nz

Twitter: @lightboxNZ