

UPC Broadband Reduces Energy Consumption of Set-Top Boxes

- Launch of next generation 'green' set-top boxes
- Energy saving on existing set-top boxes
- Structural CO2 reduction within Liberty Global's Climate Challenge

Amsterdam, 14 September 2009 - UPC Broadband, the European division of the leading international cable operator Liberty Global, today announced a program to reduce energy consumption of set-top boxes for digital TV (UPC Media boxes). In cooperation with its vendors Thomson, Pace and Cisco, UPC is introducing a next generation of energy saving 'green' set-top boxes and a powersaving software update to be deployed to new and existing set-top boxes. The news was announced at IBC 2009, the leading international show for the electronic media industry in Amsterdam.

These initiatives fit within the Liberty Global Climate Challenge program, a company-wide environmental program designed to reduce carbon emissions. They are also helping UPC customers to reduce their carbon footprint and to reduce energy bills. The next generation of UPC's set-top boxes will use less than 1 Watt in stand-by, while the average consumption levels (powered and stand-by time) can amount to around 5.5 Watt, which is about the same level as a typical clockradio. Deployment of the next generation green boxes has started in Switzerland, Ireland and Poland and is planned for the Netherlands and other countries from Q4 2009 onwards.

Next generation

The new UPC 'green' mediaboxes have been designed to use less than 1 Watt in stand-by. They consume around 5.5 Watt on average when activated 4.5 hours per day in the 'eco' mode in a household. In 2010, a software upgrade will enable these set-top boxes to exceed upcoming requirements, allowing customers to select a mode of operation where the boxes will go into the low power standby mode automatically when not in use. The boxes will be supplied by UPC's vendors Thomson (SD DVR), Pace (HD) and Cisco (HD DVR).

Choice

The new generation of 'green' Mediaboxes empower the customer to make their own choices between full functionality, an 'eco' function and between 'hot' and 'cold' stand-by. 'Cold' stand-by has the lowest energy consumption, but requires a slightly longer start-up.

UPC also addresses the energy consumption of existing set-top boxes by deploying new software that will enable these boxes to go to auto stand-by after a period of inactivity.

"UPC Broadband recognizes its role in helping the entertainment industry become more energy efficient. Together with our vendors, we are taking a series of measures in our own network and facilities to reduce our carbon emissions. We are also helping our customers reducing their carbon

footprint and realising financial savings" said Gene Musselman, President of UPC Broadband. "It is our Corporate Responsibility policy to adopt such environmental objectives within the normal course of our business."

European Cooperation

UPC and Liberty Global are taking a leading role in European industry cooperation to accelerate the use of more energy efficient Set-Top Boxes. The industry has developed a Voluntary Agreement (VA) on Set-Top Box power consumption and Liberty Global is working with other stakeholders to try and get as many manufactures, service providers, software and other hardware suppliers as possible to support this with the aim of having it formally endorsed by the EU.

Climate Challenge Program

Early 2009, Liberty Global launched 'Climate Challenge', a company-wide program, to address the impact of its business on the environment. Through this program the company aims to reduce its energy consumption and help employees to be more environmentally friendly at work and at home. The program targets a significant reduction of its carbon footprint and will realise associated financial savings. The five main elements are: 'Reducing the carbon footprint', 'Improving network efficiency', 'Improving the efficiency of buildings and offices', 'Development of alternative energy solutions' and 'Awareness raising and behavioural change'.

About UPC Broadband

UPC Broadband (UPC) is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 9 million customers throughout 9 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's 15,000 employees throughout Europe strive to make this happen by bringing simplicity and a real human touch to everything they do.

About Liberty Global

Liberty Global, Inc. is the leading international cable operator offering advanced video, voice and broadband internet services to connect its customers to the world of entertainment, communications and information. As of June 30, 2009, Liberty Global operated state-of-the-art networks that served approximately 17 million customers across 14 countries principally located in Europe, Japan, Chile, and Australia. Liberty Global's operations also include significant programming businesses such as Chellomedia in Europe.

For further information, please contact:

UPC Broadband, Corporate Communications
Bert Holtkamp
Tel. +31-20-778 9800
Email: communications@lgi.com

