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Boxer grew by 42% in 2005

As of 31st December 2005 Boxer had 531,000 digital TV subscribers, representing an increase of 156,000 or about 42% over the year. The last quarter of 2005 saw a 48,000 increase in subscribers.

"2005 brought a real breakthrough for digital TV in Sweden. Thanks to the well-dimensioned programme package, providing access to the ten most popular channels at the right price and with easy-to-use technology, we have succeeded in transforming digital TV into something that attracts all types of household," says **Crister Fritzson**, Boxer's CEO.

In 2005 the Swedish transition to solely digital TV distribution was introduced on the terrestrial network in three areas: Gotland, Gävle and Motala. In 2006 the transition will take place in far bigger areas, and it will be completed in autumn 2007.

"Boxer seems the natural choice for households that select subscription TV in conjunction with the transition to digital TV," says **Crister Fritzson**.

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Boxer's business concept is to offer attractive programme packages and added-value services at a competitive price using an ordinary TV aerial. Boxer's role is to package content and thus offer the general public an expanded range of TV channels. Boxer started in October 1999 and is owned by Teracom and 3i.