



Company Presentation Swisscom Broadcast Ltd

April 2024

C1 Public

swisscom



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« Reliably connected –
in every situation »

Dominik Müller
CEO Swisscom Broadcast Ltd



About us



Our services



Broadcast

Transmission and terrestrial broadcasting of radio signals



Telehousing

450 transmitter sites for shared use throughout Switzerland



Radio Communications

Reliable operations thanks to a dependable radio network



Surveillance solutions

Smart video surveillance and video analytics



Data Driven

Intelligent data analyses for smart solutions



Drones

Using drones to improve security and efficiency, plus protection against unwanted drones.



Digital Media

Digital live communication and streaming solutions



Event ICT

Temporary ICT services for events



Extended Management Board of Swisscom Broadcast Ltd



Dominik Müller
CEO Swisscom Broadcast AG



Andreas Weibel
Broadcast & Telehousing



Patrik Heierli
a.i. Safety & Security



Olivier Anthamatten
Business Development



Christoph Schumacher
Business Steering



Stefanie Possert
a.i. Media & Events



Ladina Camenisch
Communications



Evelyne Ammann
Human Resources



Broadcast

The best reception for your radio programmes



Go on air with us

Broadcast

What do you need?

Reliable transmission of radio signals

Do you want your listeners to enjoy reliable, premium quality reception of your radio content locally or nationally?

How we can help

A simple, well-established process

We take your content from the studio, prepare it, then transfer it to the transmitter sites. It is then broadcast terrestrially using FM and DAB+ or DVB-T transmission technology locally, regionally or nationwide.

Customised solutions, reliable operation

In collaboration with you, we will design and build your radio network. We offer you an actively monitored service with high availability.

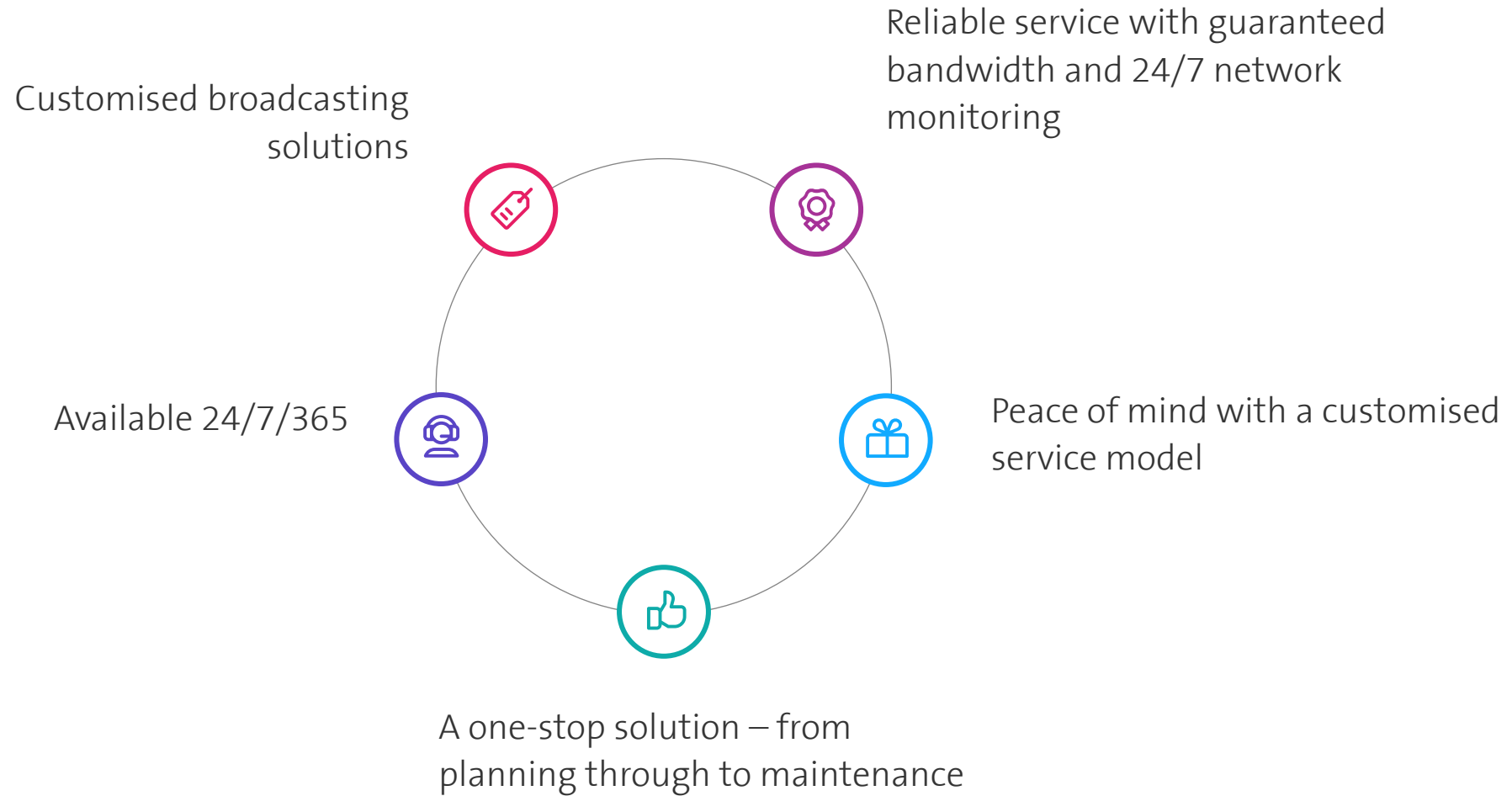
Co-use

If you prefer to develop your own network, you can share our transmitter sites by opting for our telehousing services.



Your benefits

Broadcast





Telehousing

Share masts – connect people





Our location is your location

Telehousing

What do you need?

Use the existing infrastructure

You don't want to build your own infrastructure. Instead, you want to share a transmitter site for your radio network.

How we can help

Broadcasting freedom

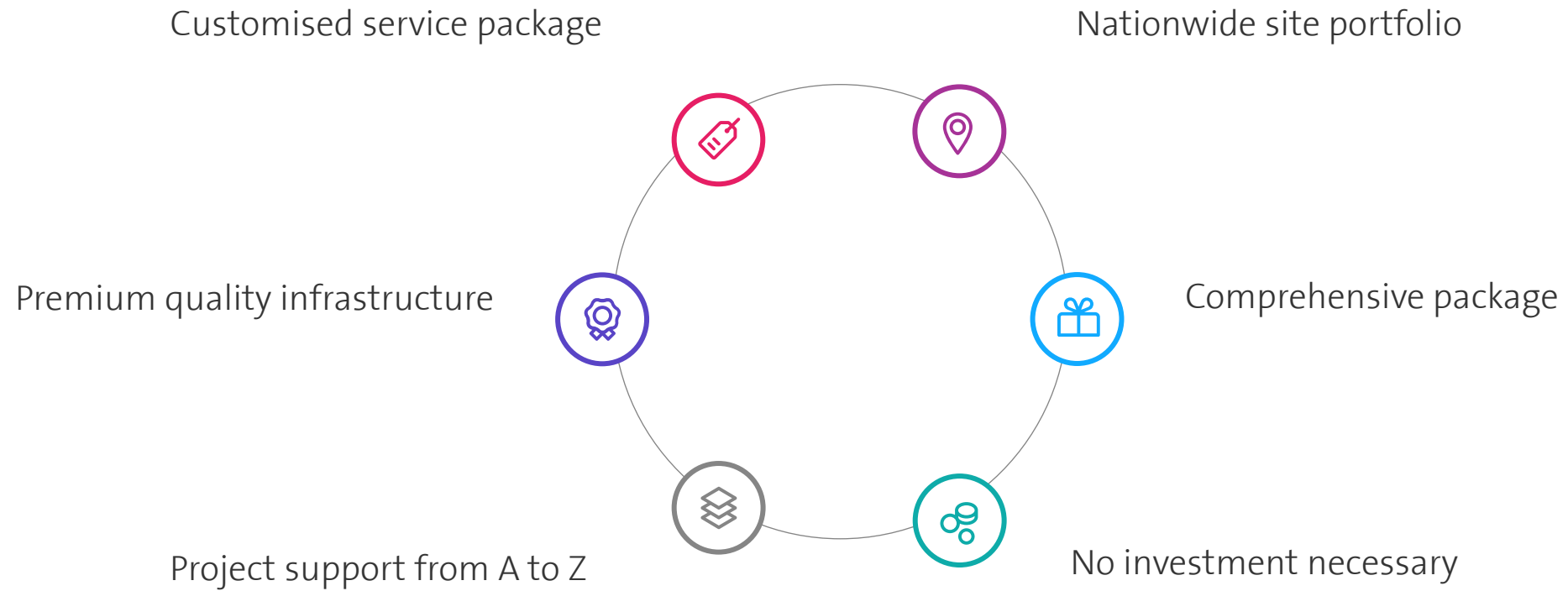
Swisscom Broadcast provides over 450 transmitter sites for shared use throughout Switzerland.

In terms of transmission, each broadcasting site is ideally located with buildings and masts for co-use with your technical equipment.



Your benefits

Telehousing 





Radio Communications

Life savers in action





Communication guaranteed

What do you need?

Reliable connections

As government agencies, emergency services, utility companies, airports and transport companies you need your operations to run smoothly at all times, especially in an emergency?

Communication guaranteed

A radio network is the backbone of your operation processes and vital for managing events.

How we can help

Reliable radio networks

We build and run security radio networks based on TETRAPOL for various authorities and organisations responsible for emergency services as well as professional radio networks based on TETRA and DMR for customers in the industry, transport and energy sectors. We also offer temporary radio solutions for events.

Planning, building, operation

We will plan, build or modernise your radio network to suit your needs and take care of operation, maintenance and troubleshooting.

Turnkey solutions

As part of our service model, we offer turnkey solutions, including financing and ensuring technological relevance.



Your benefits

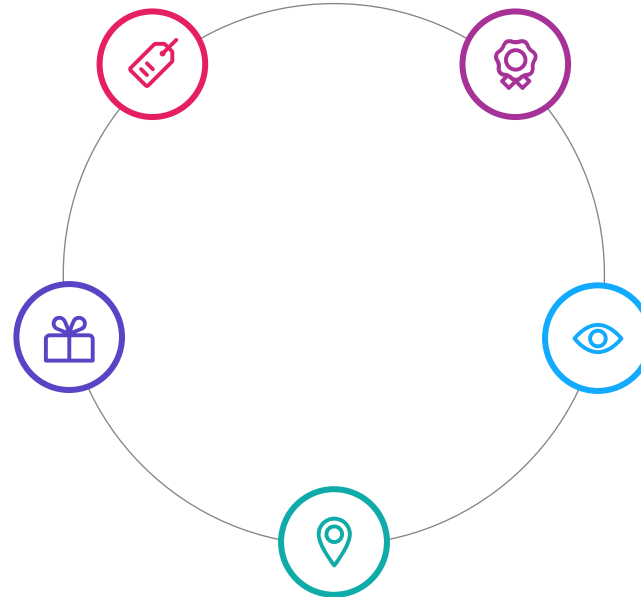
Customised solutions: from consulting and integration to secure operation

Highly specialised, security-checked employees

Service model available as a comprehensive package

24/7 network monitoring

Nationwide organisation





Surveillance solutions

Making the invisible visible



Video security and analytics solutions

Surveillance solutions 

What do you need?

Enhanced security

Would you like to enhance your organisation's security and improve your preventative measures?

Identifying commercial potential

Would you like to optimise your core business activity with smart video analytics?

Innovations

Looking for innovation – without investing in or maintaining costly infrastructure yourself?

How we can help

Video Insider: Security and analytics in one

Swisscom Broadcast combine video intelligence for security and business in a single solution: Video Insider offers video surveillance and analysis as a flexible service – always state-of-the-art, highly secure and highly available.

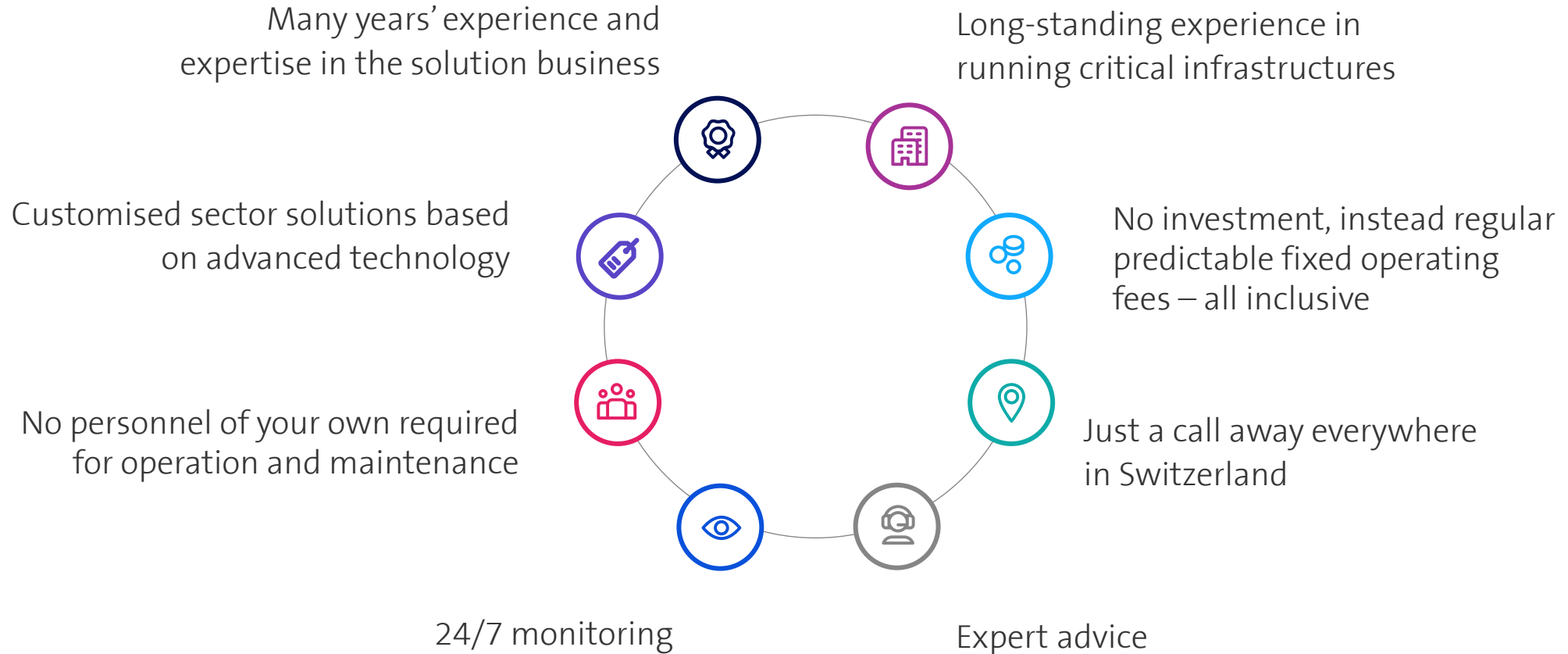
Customised industrial solutions

Modular and customised: you select the basic product and further options. We take care of installation, maintenance, support and hardware/software updates.



Your benefits

Surveillance solutions





Data Driven

Data analysis drives new business models



Intelligent evaluation of your data

Data Driven 

What do you need?

Secure, expert analysis of your data

Whether you are developing innovative business models or keen to improve your security, you need intelligent data analysis for smart solutions?

How we can help

Based on your requirements, we consolidate the relevant data from a range of sources on our platforms. We handle the implementation, analysis and visualisation, providing you with detailed reports. All data is stored in Switzerland and is fully compliant with all data protection requirements.



Your benefits

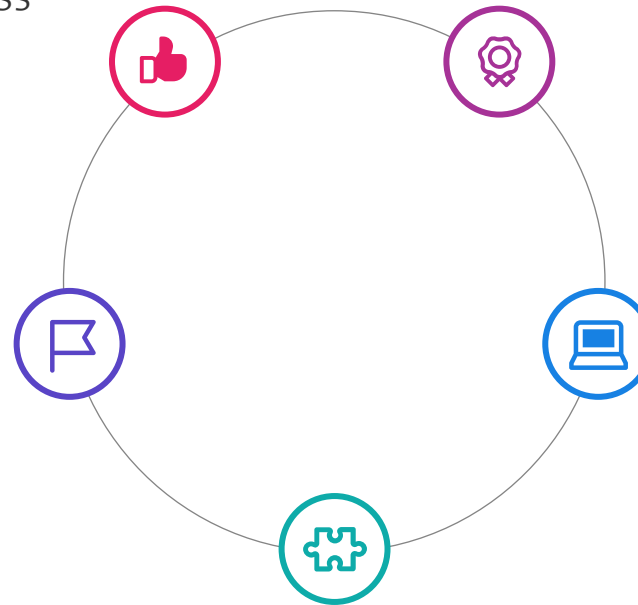
Data Driven

Years of experience and expertise
in the solutions business

Long-standing customer
relationships with businesses,
municipalities and the security
industry

Nationwide operations
throughout Switzerland

The latest technology from working
intensely with a range of different
stakeholders



Solution can be scaled
on a modular basis

Drones

Using drones securely and efficiently



Drones

Secure and efficient use and detection solutions

What do you need?

More efficiency from drones and robots
Defined infrastructure and perimeters are inspected automatically.

Protection from drone attacks
For critical infrastructures, production sites and borders, and political, economic or cultural events.

Ground risk assessment
The new drone regulation ensures more safety in the airspace – but places higher demands on drone operators.

How we can help

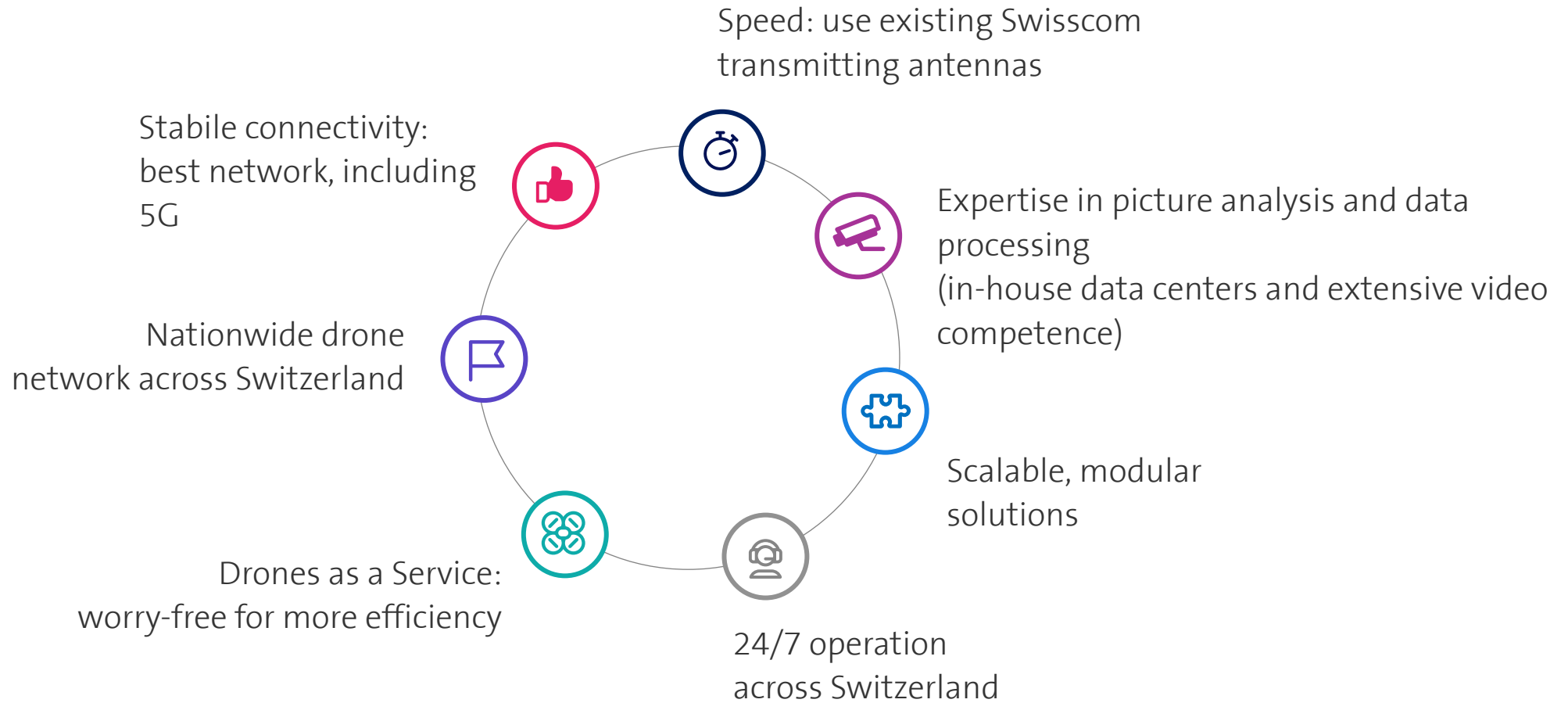
Drone as a Service: savings and speed
Robots equipped with alert sensors and artificial intelligence take over inspection tasks and cover the ground and air. With a 24/7 Operation Control Center and the best network in Switzerland.

Drone protection: detection - identification - countermeasures
«Drone Spotter» is a modular drone defence system equipped with cameras, radar, directional sensors and artificial intelligence. Drone detection infrastructure can be installed temporarily or permanently.

Ground risk maps for successful drone activities
Our «People Density Prediction» service lets drone flight operators check the expected density of people in a particular area for the allotted drone flight time and the selected corridor at the touch of a button.



Your benefits





Digital Media

A full service for your video communications



Streaming media and content delivery solutions

What do you need?

Professional video services

You want your message to be received in the best possible image and sound quality? From live streaming to digital asset management: we support you!

How we can help

Live webcasting: One-to-many live & on-demand video & audio webcasts with synchronised slides, Q&A or chat, plus additional functions.

Live video streaming: Maximum reach through live streaming of your event on your website as well as streaming portals and platforms of your choice.

Video platforms: Use one solution to successfully manage all online video use cases, whether live or on-demand.

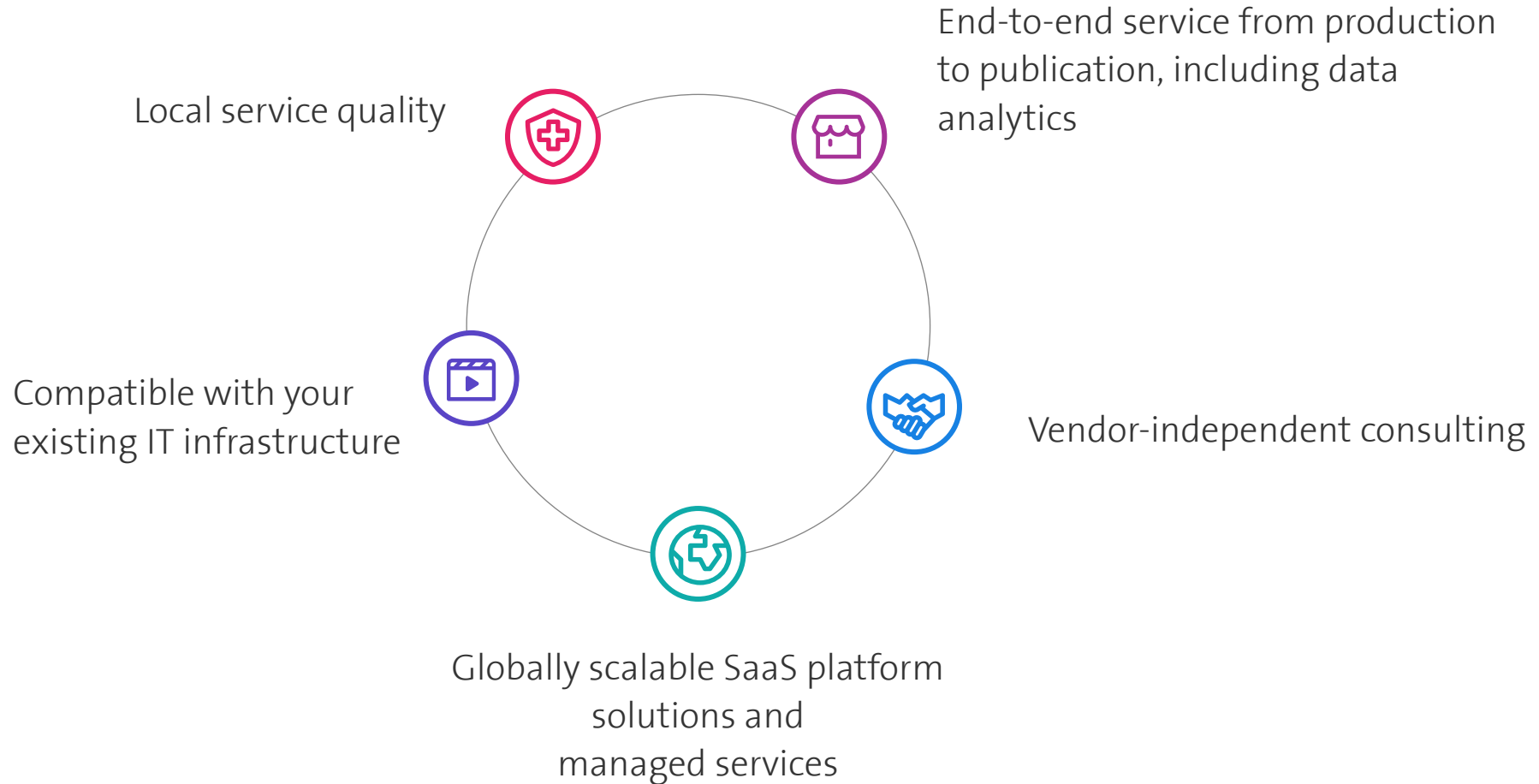
eCDN content distribution: Enterprise Content Delivery Network (eCDN) solutions for streaming video content in the intranet without the risk of overloading bandwidth.

Content delivery networks: A network of geographically distributed servers designed to make digital content available locally: fast, high availability, secure and always scalable.

Swisscom Streaming Studio: From our fully-equipped streaming studio in Zurich, we can produce your online event in the very best video and audio quality.



Your benefits





Event ICT

Always connected, wherever, whenever



At the heart of live communication

Event ICT

What do you need?

Temporary ICT infrastructure

Are you looking for an event network that is – regardless of where you are – always connected everywhere? From the temporary Internet connection for the village festival in your region to the highly-complex and secure event network for a large event. Complemented by the appropriate rental material: from pre-configured smartphones to SIM cards. The success of your event is guaranteed.

How we can help

Event Internet and telephony: Temporary Internet access and telephone lines for events. Can be individually configured.

Event network: WLAN and other networks for limitless communication.

Extended WLAN: A user-friendly and professional solution for the WLAN network at your event when your router's WLAN reaches capacity.

Mobile event solutions: Straightforward solutions for Internet and telephony. As a package with smartphone/hotspot or just with a SIM card.



Your benefits

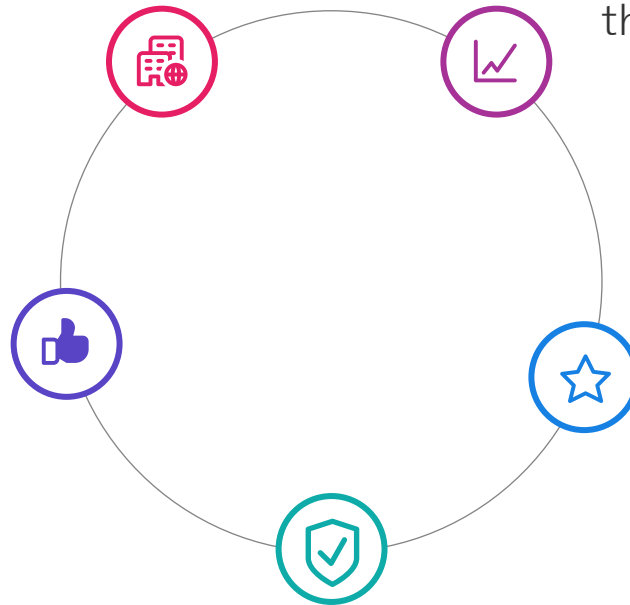
Configuring options for events of all sizes

A one-stop solution: from invitation to event and from registration to thank-you mail

Highly user-friendly: become a digital event manager in just one day

Better event marketing through analysis and evaluation options for event data

Worry-free data processing thanks to the highest Swisscom security standards





Our promise



For our customers, society and the environment

Engagement 



We are available to you 24/7/365 for enquiries, orders, and fault reports.



You benefit from efficient processes. We duly notify you on the status of your services and programmes.



Customised service: you choose the services you require, and we put together a personal service package for you.



We cool more than 90 transmitter sites with outside air instead of air conditioning, thus saving the equivalent of the annual energy needs of 216 average households every year.



We handle your request quickly and reliably.



We produce solar electricity at more than 20 locations and feed it into the grid - with more locations to follow.



Your partner to meet the highest demands

Security 



Our Operation Control Center monitors services at all sites 24/7/365.



Our specialists are just a call away thanks to our nationwide organisation.



All our employees have been security checked by the Swiss Federal Department of Defence, Civil Protection and Sport (DDPS).



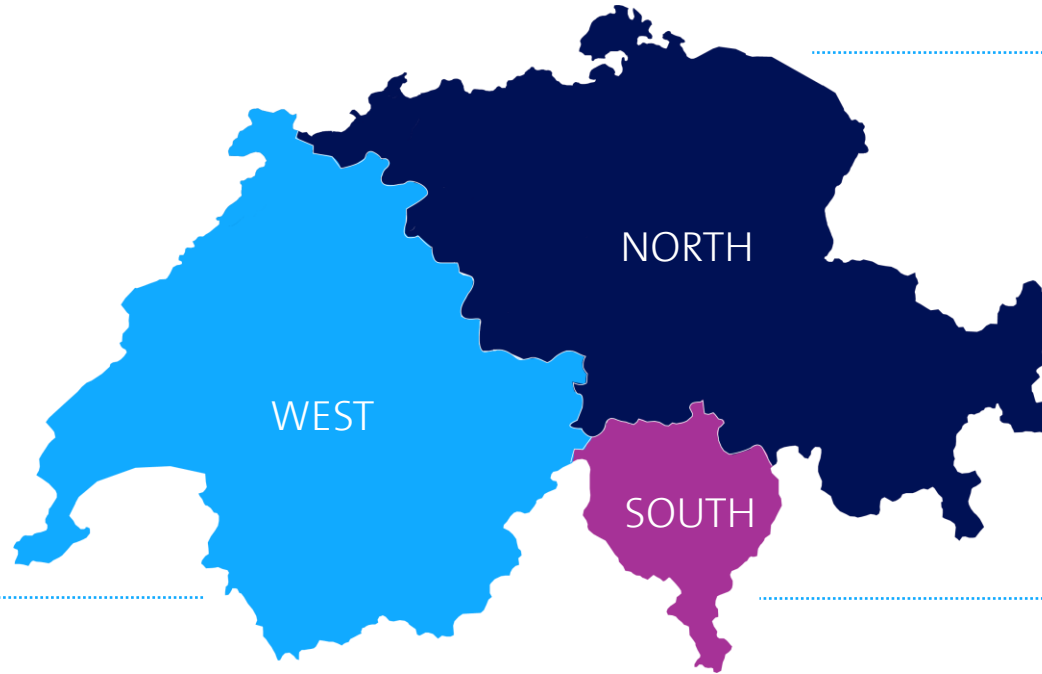
Proven experience in running critical infrastructures.



We are ISO 9001 certified.



Nationwide organisation



North

Walter Haas
Head North Region
Tel. 058 223 25 77
walter.haas@swisscom.com

West

Thierry Rossel
Head West Region
Tel. 058 224 19 95
thierry.rossel@swisscom.com

South

Franco Beaudouin
Head South Region
Tel. 058 224 35 14
franco.beaudouin@swisscom.com

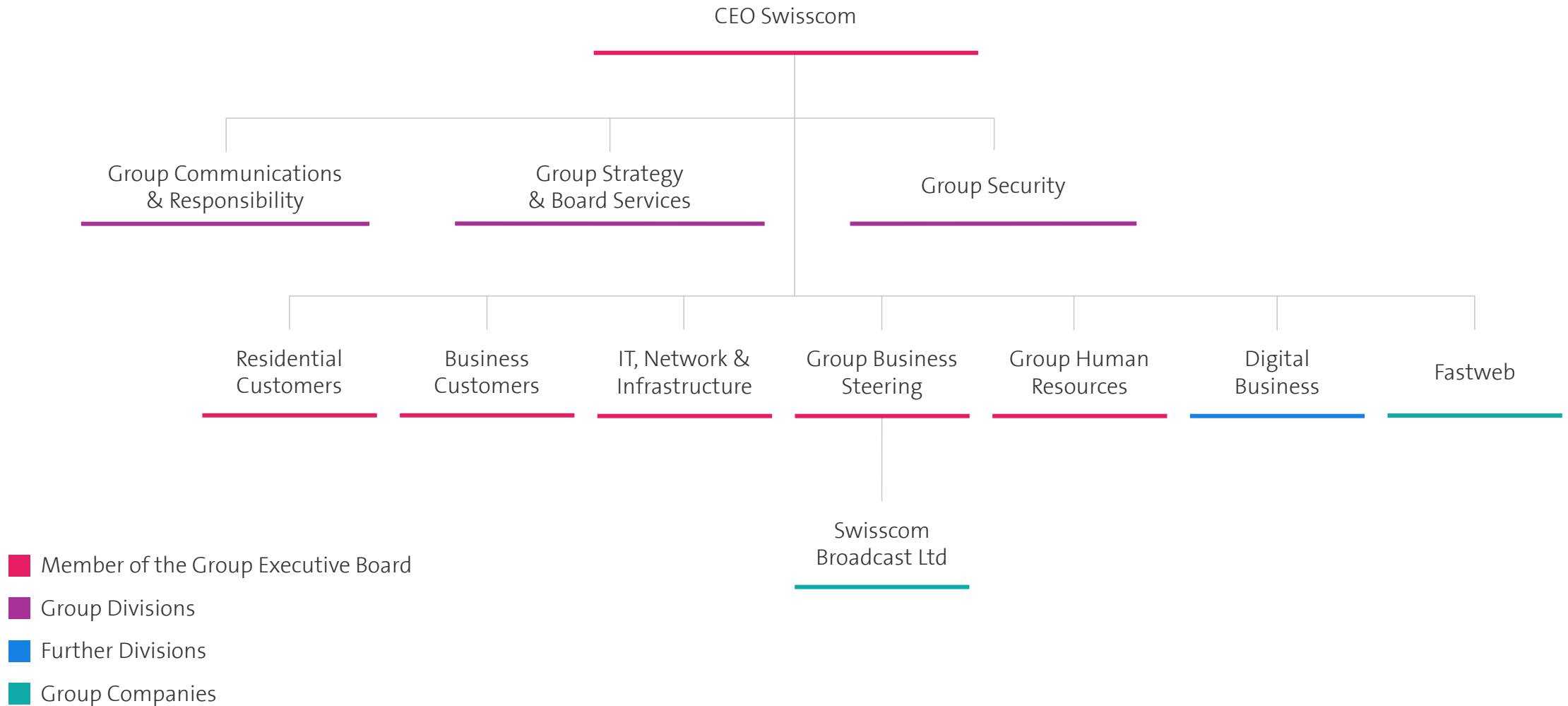
Thank you!



Appendix

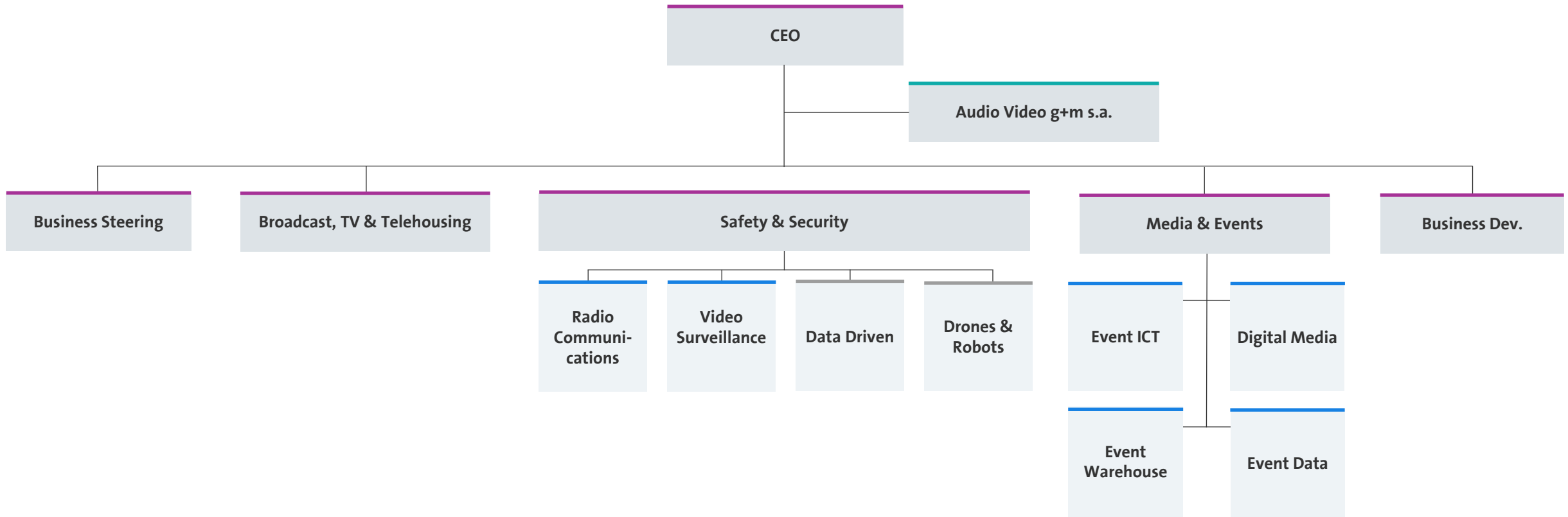


Swisscom Broadcast Ltd – an agile SME within the Swisscom Group





Swisscom Broadcast Ltd – Organisation



■ Core business

■ New business

■ Part of Swisscom Broadcast since 2022



References: Basic service provision for Switzerland

Broadcast 

SRG SSR

Broadcasting round the clock for SRG

Swisscom Broadcast is responsible for broadcasting all of the terrestrial radio programmes of the Swiss Broadcasting Corporation SRG. This requires the 24/7 management and operation of a radio infrastructure with 800 FM stations, 200-DAB+ stations and 260-directional radio links.

swissmediacast
SWISS MEDIA CAST AG

DAB+ expansion for German-speaking Switzerland

For SwissMediaCast AG (SMC), we plan, build and run DAB+ multiplexes in German-speaking Switzerland, currently with more than 50 radio programmes.

ROMANDIE
MÉDIAS SA

DAB+ reception in French-speaking Switzerland

For RMSA, we plan, build and run a DAB+ network, providing coverage for Western Switzerland. This primarily concerns private radio stations with more than 15 DAB+ programmes currently on air.



Broadcast: Contact us

Broadcast 



Andreas Weibel

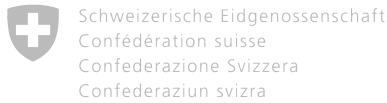
Head of Broadcast & Telehousing

T. +41 58 221 46 17

E. andreas.weibel@swisscom.com



References: Security and company radio networks



Reliable POLYCOM networks

Swisscom Broadcast ensures that the police, army, fire and emergency services enjoy uninterrupted communication. We are leaders in the construction, operation and maintenance of POLYCOM networks. We are also the POLYCOM network maintenance partner for the Swiss Border Guard (SBG) and twelve cantons.



Communication system in action for the rescue services

We are Rega's maintenance and servicing partner and have been a main contractor in the programme to update the entire radio system. This ensures the life savers of the skies enjoy a cutting-edge, reliable communication system with 42 permanent stations and central servers.



More efficient operational processes with DMR radio technology

To provide operational support and safety systems for the energy company Groupe E, we installed a complete DMR radio system including 22 base stations, 161 handheld receivers, 4 desktop stations and 6 operator consoles.



Greater athlete security provided by temporary radio system

In 2018, the world's toughest military ski mountaineering competition again benefited from a reliable DMR radio network. We built and ran the entire system used to coordinate and manage all service providers, deploying 14 base stations at 7 sites and 190 handheld receivers.



Radio Communications: Contact us

Radio Communications 



Jürg Stäuble

Head of Product Line
Radio Communications

T. +41 58 223 34 65

E. juerg.staeuble@swisscom.com



References: Video Surveillance

Surveillance solutions 



Fribourg-Gottéron starts its hockey season with a new video surveillance solution

The project involved the installation of over 30 CCTV cameras at the renovated St. Leonhard ice rink. The first step was to equip the interior of the new BCF Arena. The video surveillance solution offers protection for fans and players and helps to prevent vandalism.



The Grand Casino Lucerne puts its faith in Swisscom Broadcast

The Grand Casino Lucerne can fulfil its statutory security requirements thanks to a customised video surveillance solution from Swisscom. Even in poor lighting conditions, modern video cameras provide high fidelity images. The recordings are archived and can be handed over to the responsible authorities in the event of any investigation.



An integrated video surveillance solution for Zurich Cantonal Police

Swisscom Broadcast has set up a new video surveillance system for the Zurich Cantonal Police. After careful planning, the system was integrated into the existing IT environment during ongoing operations. Integrated motorway cameras, 11 dedicated locations with role-specific user management and mobile device recording for temporary applications are just some of the features of the new video surveillance system.



References: Video analytics

Surveillance solutions 



Protection for church buildings

Even church buildings and cemeteries can fall victim to damage, vandalism and theft. A Swisscom video surveillance solution provides enhanced security for church grounds and helps to prevent illegal activity. If unauthorised persons continue to loiter in the area, an announcement made over the loudspeaker will instruct them to leave.



An urban bakery analyses customer behaviour

Swisscom Broadcast implemented a specially designed video surveillance system for a bakery in Bern. Video Insider for business and security helps to prevent break-ins and theft and allows companies to analyse customer behaviour, as well as collect business-relevant data, such as the number of customers, their age, gender and the time spent in the shop.



The municipality of Carouge enhances public safety

Swisscom Broadcast implements complete video surveillance solutions for the municipality of Carouge to improve public safety. The latest video technology allows major traffic routes, public areas and nightlife districts to be monitored reliably and efficiently.



Video Surveillance: Contact us

Surveillance solutions 



Daniel Gasser

Head of Product Line
Secure and Intelligent Spaces

T. +41 58 221 52 98

E. daniel.gasser3@swisscom.com



References: Data Driven

Data Driven 



University of St. Gallen's Smart IoT award

In 2021, Swisscom received the University of St. Gallen's best IoT solution award for Swisscom Broadcast's digital airspace services.



Mudslide alerts

In collaboration with the ETH Zurich and WSL, Swisscom Broadcast developed an early warning system for mudslides at Illgraben (Valais) using seismometers and artificial intelligence.



Low Power Network put to the test

Swisscom Broadcast built a temporary Low Power Network (LPN) in the Valais Alps to track the athletes competing in the Patrouille des Glaciers race. The LPN was used to transmit each team's coordinates to the control centre in an energy efficient way. Even under extreme load with the harshest of weather and terrain, the network operated reliably.



Data Driven Solutions: Contact us

Data Driven 



Anton Poschung

Head of Product Line Data Driven

T. +41 58 221 40 69

E. anton.poschung@swisscom.com

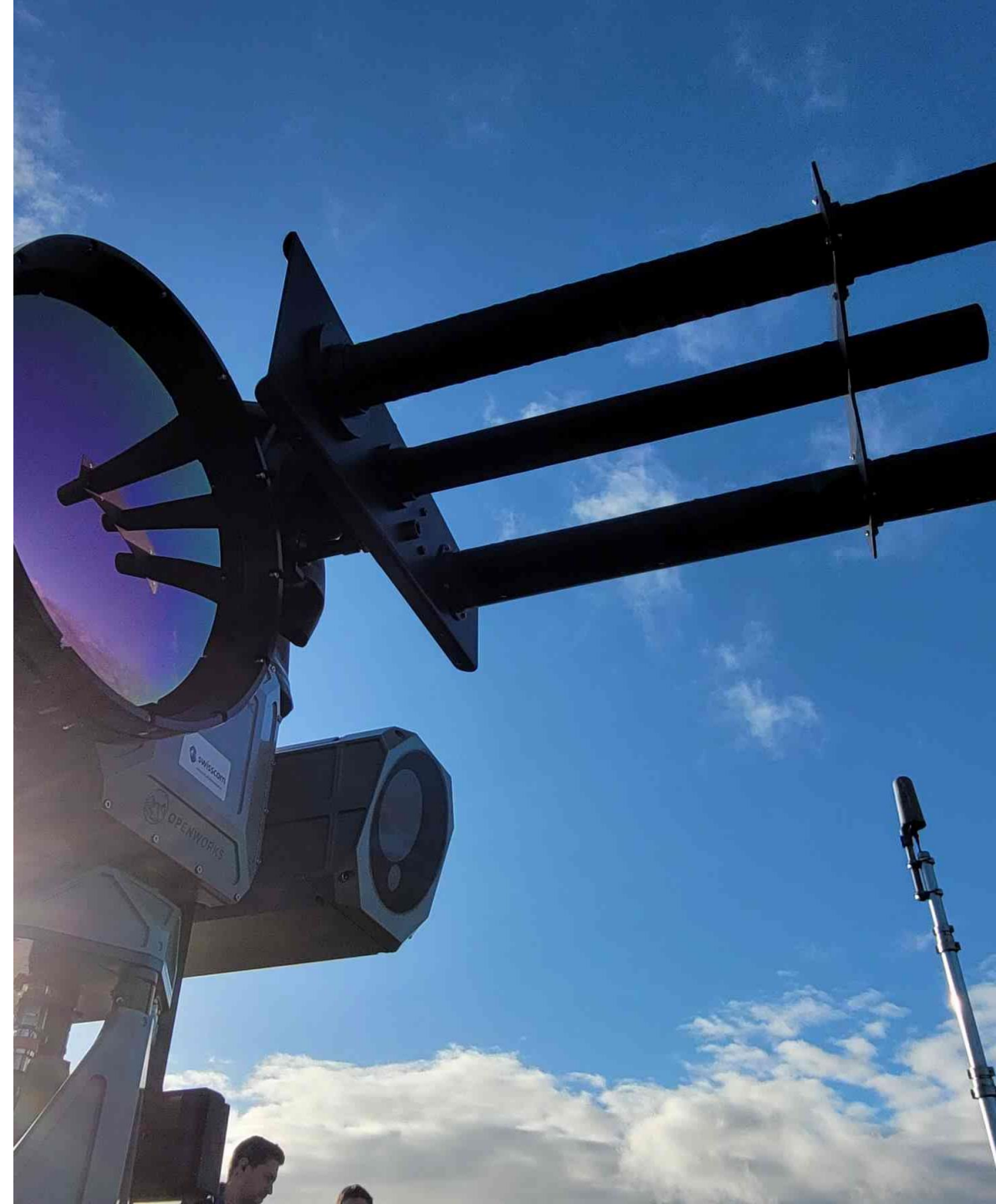


Reference: Drone Defence



Temporary perimeter protection at Zurich airport

Together with the Zurich Cantonal Police, we tested our drone detection infrastructure in operation, temporarily increasing security at the airport. The installed drone defence system included artificial intelligence cameras, directional sensors and automated jammers. Intruding drones could be detected and identified, allowing the cantonal police to take decisions on initiating countermeasures for non-cooperative drones.





Drones & Robots: Contact us

Drones 



Philipp Eder

Head of Product Line Drones

T. +41 58 223 34 80

E. philipp.eder@swisscom.com



Video production and streaming for TAG Heuer

TAG Heuer and the musician G.E.M. staged a concert on the Jungfrauoch mountain. We designed the visual concept and produced the video news reels and media relations campaign for North America and Asia. We installed a powerful WLAN network to ensure that the audio and video recordings could be edited and broadcast live across the world. The video news reel reached a TV audience of over 70 million.



Enterprise video platform for YPSOMED

Ypsomed is the leading global developer and manufacturer for injection and infusion systems for self medication. For some time, the company has successfully invested in Swisscom's secure enterprise video platform to manage and disseminate its video content. This professional video platform allows companies to store, efficiently present and transparently manage video content.



Akamai evaluation programme for Leister Technologies AG

The world market leader for plastic welding equipment, the Leister Group has a presence in over 100 countries worldwide. Thanks to Swisscom and the collaboration with Akamai, the company was able to digitise the issuing of media assets. Pre-defined guidelines it defined in the Akamai Image Manager make it possible to publish media assets from the system seamlessly on Leister's new web platform.



Digital Media: Contact us

Digital Media 



Tobias Saurer
Head of Digital Media

T. +41 58 224 78 12

E. tobias.saurer@swisscom.com



Switzerland CONNECTED

A world first with Switzerland Connected

Switzerland Connected was an experiment that was unprecedented in this form. Musicians from all over Switzerland met virtually to perform a song via video chat on 13 January 2021. As well as temporary connectivity at the sites, we used virtual networking of the musicians to provide a perfectly synchronised show.

ADELBODEN

Innovative fan wall in Adelboden

At the height of the pandemic, videos of spectators cheering on the ski athletes in person were broadcast on a large fan screen in the finish area at the FIS World Cup races in Adelboden. As the overall technical project manager, we were able to use this project to clearly demonstrate how innovative technologies can be used to facilitate unique events.

LAUSANNE 2020

Private 5G network for the Youth Olympic Games 2020

The Youth Olympic Games took place in January 2020 in Lausanne and the surrounding area and was a large-scale sporting event with international impact. Together with selected partners, our team implemented a private 5G network at the Villars site for test purposes with the aim of connecting all audiovisual devices wirelessly, efficiently and sustainably.



Event ICT: Contact us

Event ICT 



Sven Bethke

Head of Event ICT

T. +41 58 223 88 57

E. sven.bethke@swisscom.com



References: Event consulting and project management

Event consulting and project management 

digitalswitzerland

Overall technical responsibility for Switzerland's Digital Day

With overall technical responsibility for Switzerland's Digital Day, we connected various Swiss towns and cities via fibre-optic cable in 2018 and 2019. Our live stream ensured that visitors on the ground and the audience at home could experience all the action first hand. We provided all the audio, video and lighting technology for the main event at the main railway station in Zurich and supplied event hardware and a range of customised solutions to around 40 partner stands.

ARYZTA

Annual General Meeting – Aryzta AG

Aryzta AG placed its trust in our services for organisation of its Annual General Meeting in the Samsung Hall in Zurich. Our experts advised the customers on stage and hall layout, both in terms of design and technical issues.

Together ahead. RUAG

RUAG International Virtual Town Hall Event

RUAG International Holding Ltd is a global company in the aerospace and defence industry with over 6,500 employees in 16 different countries. We were fortunate to act as the overall technical project manager for the first Virtual Town Hall. In this capacity, we advised and supported the customer in Internet application, AV technology, streaming and catering.



Digital Media: Contact us

Event consulting and project management



Tobias Saurer

Head of Digital Media

T. +41 58 224 78 12

E. tobias.saurer@swisscom.com



Contact us

Swisscom Broadcast Ltd

Ey 10

3050 Bern

info.broadcast@swisscom.com

www.swisscom.ch/broadcast

www.swisscom.ch/visit

Tel. 0800 817 620

