



TV-as-a-Service



swisscom

TV-as-a-Service 2.0 from Swisscom Broadcast – the complete package for your customers.

How would you like to offer your customers a TV service of your own? Now you can with a bespoke TV platform from Swisscom Broadcast. Leverage innovative technologies without significant investment. Whether cable, IP or hybrid – we align our solution to the requirements of your customers and implement it in your company design. You choose, we deliver – all from a single source.

Your benefits at a glance

> A one-stop turnkey service package

Swisscom Broadcast knows first-hand what your TV consumers need. After all, we distribute the signals from more than 600 channels for Swisscom TV, the most successful digital TV service in Switzerland.

Now, you and your customers can also benefit from our experience. We give you a state-of-the-art TV product with extensive functionality, helping you assert yourself on the Swiss market against established telecoms providers.

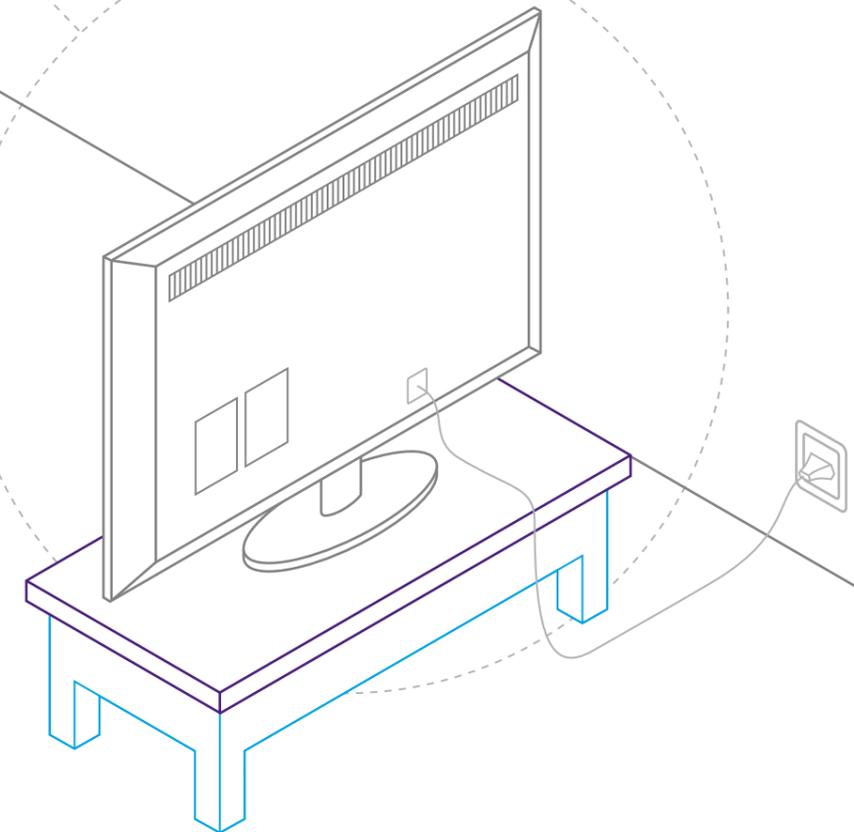
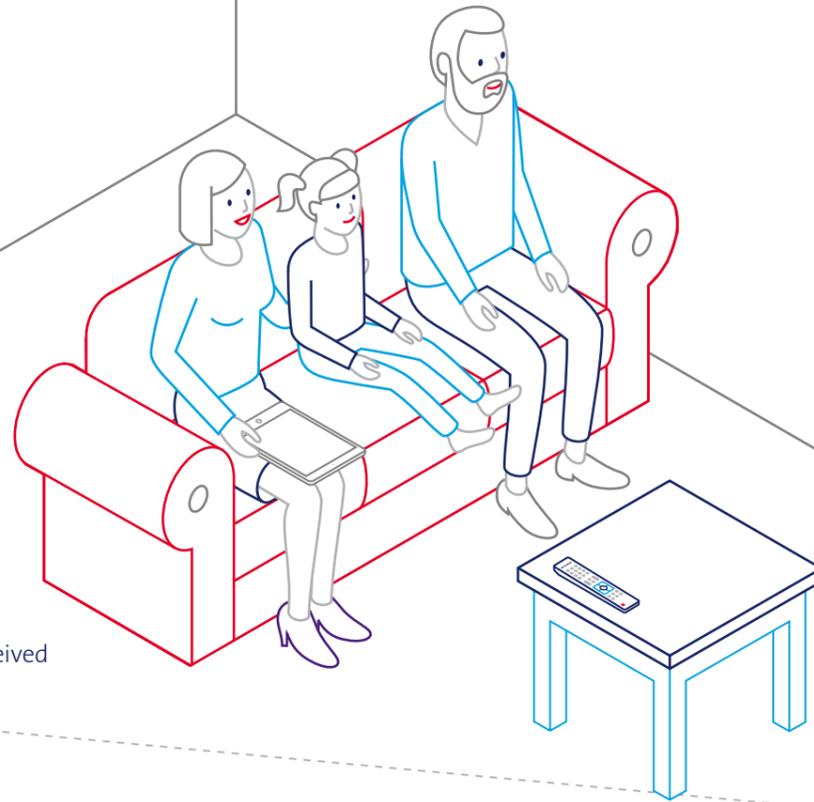
> Peace of mind – from signal delivery through to final transmission

Choose TV-as-a-Service 2.0 and we'll have you up and running in no time. Time-to-Market: only a few months. You receive a fully functional TV platform and avoid costly initial investments in hardware or software. Our solution is easily customised to your company's design.

The platform is hosted by Swisscom Broadcast. We organise signal delivery and back end services up to the point of transfer to your network.

This TV platform is sure to be a hit with your customers.

TV-as-a-Service 2.0 allows you to offer your customers the following services with your branding:



Multi Device
The signal can be received on multiple devices.



Top content
The TV Guide is supplemented with comprehensive information on films, series and actors.



Live Pause
Live programmes can be paused at any time.



Digital radio
More than 200 radio stations in crystal-clear CD quality.



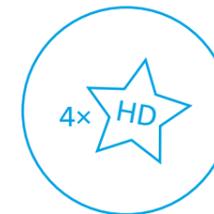
7-day Replay
More than 50,000 Replay programmes are available up to 7 days after being broadcast.



Unlimited recording
Unlimited parallel recording, unlimited cloud storage, view recordings on all mobile devices.



Over 600 channels
Over 600 channels in the best available quality, including over three thousand languages and a wide range of additional packages.



4K UHD
4 times sharper and more detailed than HD: 4K Ultra High Definition picture quality.

All-in-one package

> Innovation at zero cost

Besides offering extensive functionality, TV-as-a-Service 2.0 is subject to continuous development, keeping costs down for you while giving your customers the benefit of a state-of-the-art product.

> Cable, IP or hybrid

The choice is yours: an entirely IP-based solution or, especially if you are a cable network operator, perhaps a hybrid solution that combines your DVB-C signal with the benefits of IP. For us, it's the TV experience for your customers that counts. Your customers don't need to change their connections.

> Perfect picture quality

Whether on TV, tablet or smartphone, your customers enjoy a TV experience on their preferred device. Naturally in the correct picture format and with features such as Pause and Replay included as standard. TV-as-a-Service 2.0 offers more frames per second than comparable products, giving a better moving picture quality.

> Reliability guaranteed

More than 600 channels are received, processed and distributed by our headend in Olten. If required, our Network Management Center can also monitor TV-as-a-Service 2.0 24/7.

Fair, budgetable costs

Leverage innovative technologies without the hassle of major investment. Our individual finance models are aligned to your size. "Pay-as-you-grow": start small, investing more as your business grows.

Your new TV platform in three simple steps

1. Define the channel packages and features you want to offer your customers.
2. Configuration of the TV platform appearance in line with your individual requirements and your corporate design.
3. Technical implementation of the TV platform and network coupling at your defined points of transfer.



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