



Company Presentation Swisscom Broadcast Ltd

September 2023

C1 Public

swisscom



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We are your ICT solution experts.
We keep you connected when it matters:
short term or long term, day to day or in an emergency.

Our infrastructure and
expertise are unique within Switzerland.

We promise high security standards and
maximum availability
in every situation.



Dominik Müller
CEO Swisscom Broadcast Ltd



About us

Our vision

**Reliably connected –
in every situation**



Our services



Broadcast

Transmission and terrestrial broadcasting of radio signals



TV

From capturing the wide mix of TV channels from around the world through to signal processing and distribution



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.



Media & Events

Temporary ICT services and digital live communication



Key figures

CHF 150

million in average annual revenue

80

DAB+ programmes broadcast throughout Switzerland

270

Swisscom Broadcast employees in Switzerland

1600

transmitter sites in Switzerland make up a nationwide transmission infrastructure

900

TV programmes processed in our headend in Olten

2300

sporting events broadcast live by Swisscom from Swiss TV studios each year

450

Swisscom transmitter sites available for shared use

20+

photovoltaic plants generate electricity and feed it into the grid



Extended Management Board of Swisscom Broadcast Ltd



Dominik Müller
CEO Swisscom Broadcast Ltd



Andreas Weibel
Broadcast, TV & Telehousing



Patrik Heierli
a.i. Safety & Security



Olivier Anthamatten
Business Development



Christoph Schumacher
Business Steering



Sven Bethke
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.

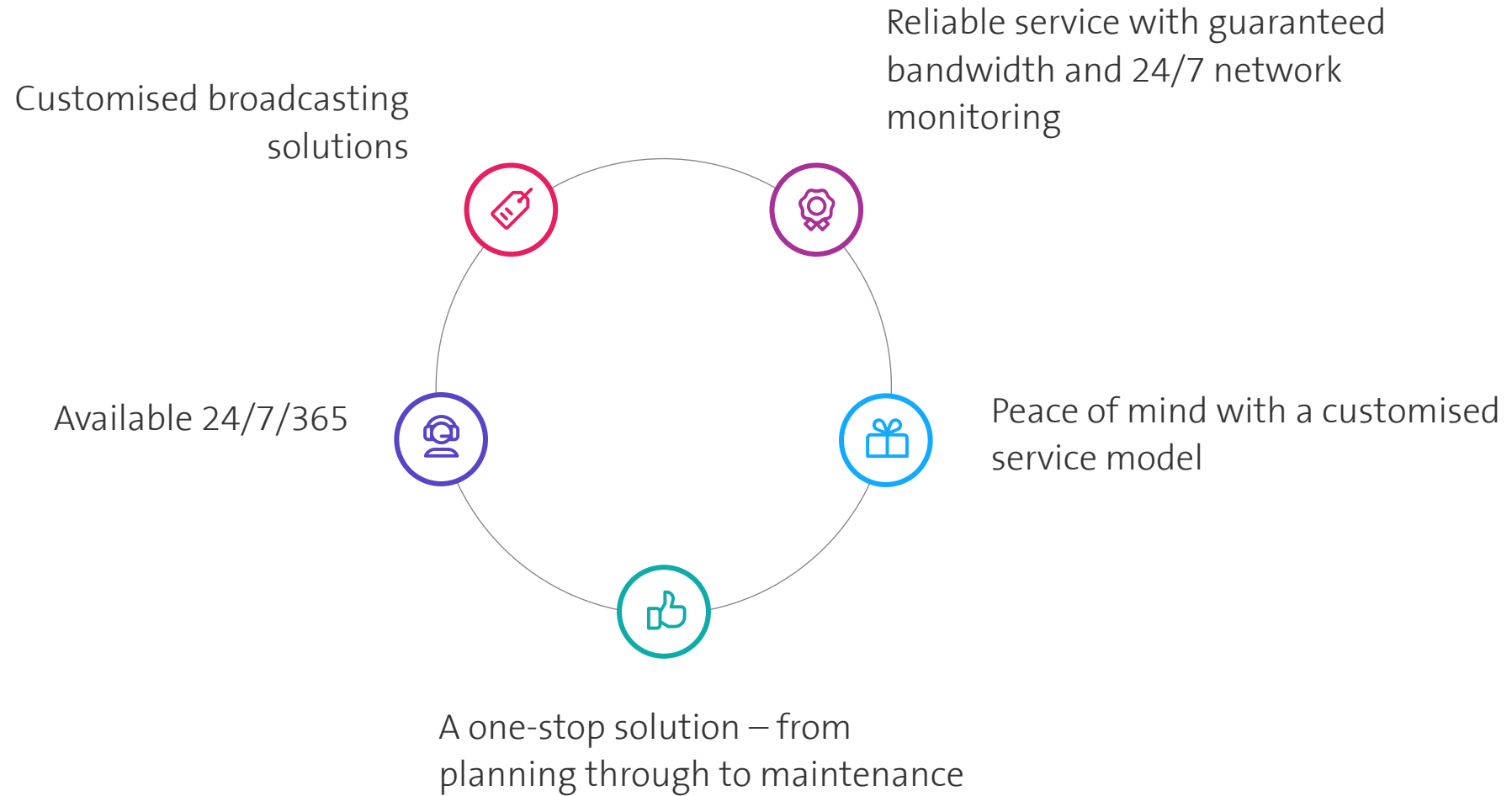
Co-use

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



Your benefits

Broadcast





TV

A complete package for your customers





Get on board now



What do you need?

TV broadcasting from a single source

Would you like to offer your customers a modern TV experience in optimum quality?

Do you need live content for your broadcasting studios?

We provide you with content from around the world, connect your locations, process your content to make it broadcast ready and ensure reliable distribution over the desired media channels.

How we can help

Headend and TV services

Choose from more than 900 national and international TV channels to offer your customers in combination with other services such as catch-up and recording.

Playout platform for your own content

Create your own TV channels by uploading and scheduling your content, and let us deliver it in a targeted manner.

Live signal transport in studio quality

Use our highly available, nationwide live broadcast network for transporting the signal from connected venues, for contribution from our satellite headend and for your interstudio traffic.



Your benefits



Wide range of channels – more than 900 from around the world

Comprehensive package from signal delivery to transmission to your customers

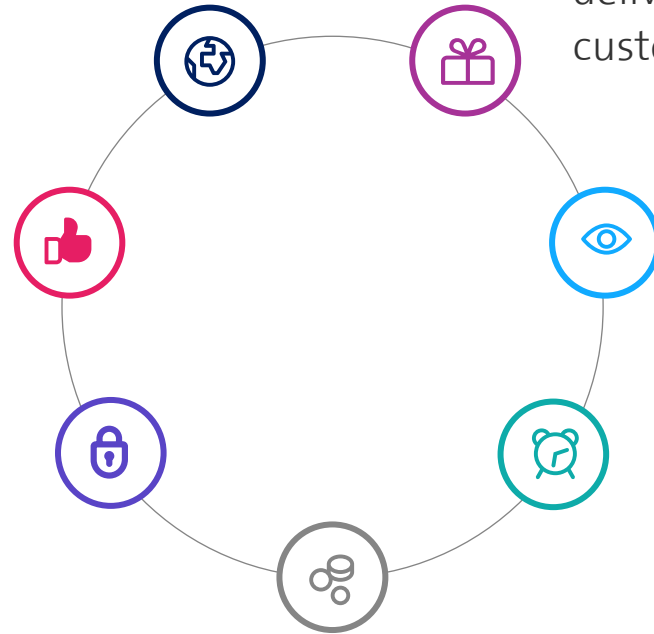
Highly available network that caters to your needs

24/7 monitoring

Minimal investment and maximum security

Fast implementation

Managed turnkey service from a single source





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

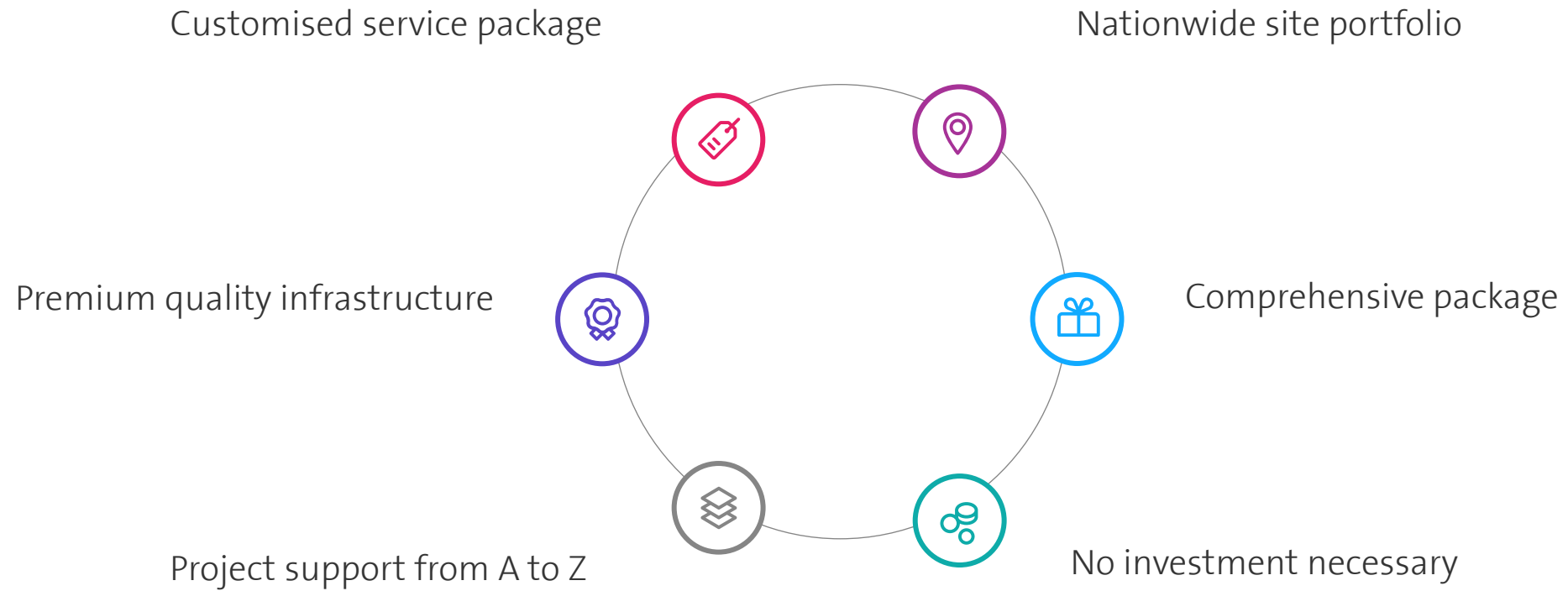
Swisscom Broadcast provides over 450 transmitter sites for shared use throughout Switzerland.

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

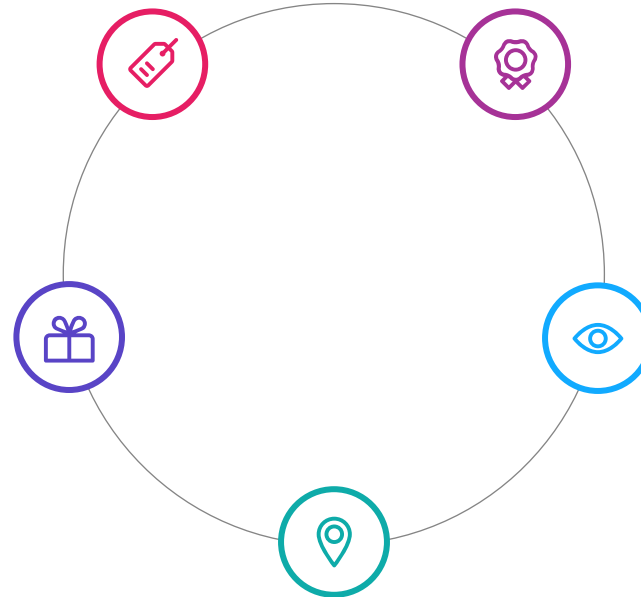
Customised solutions: from consulting and integration to secure operation

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.

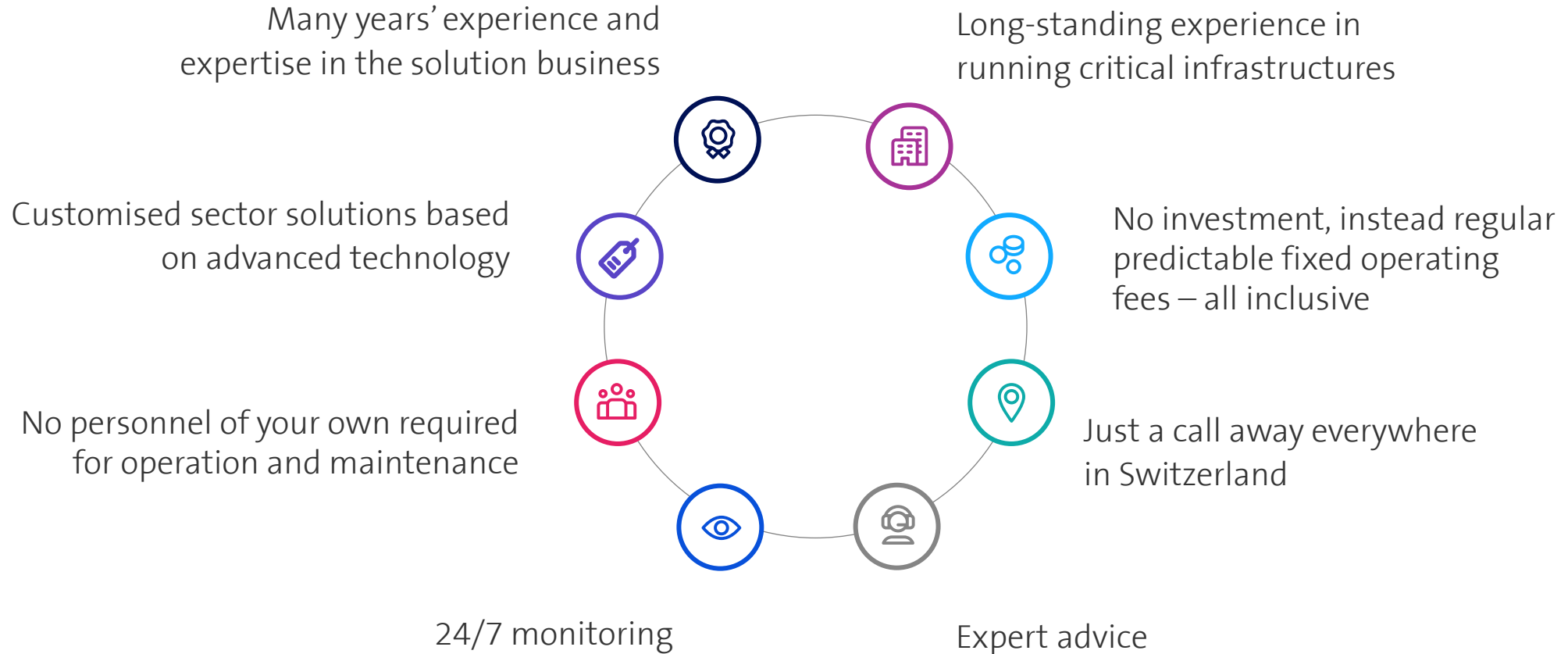
Customised industrial solutions

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

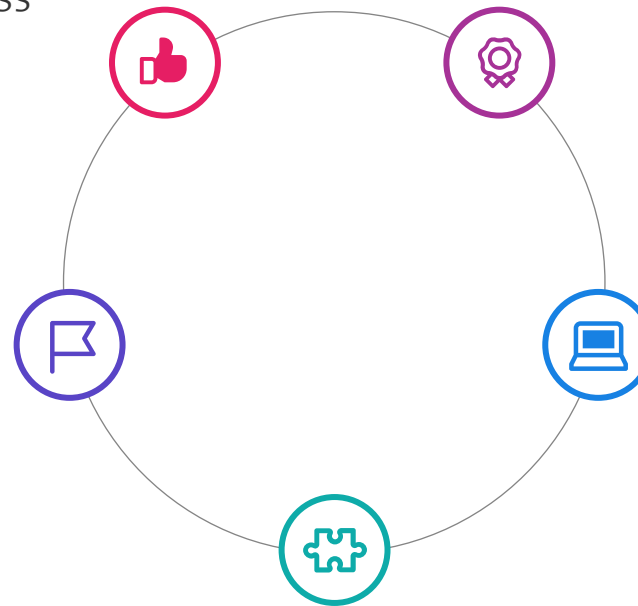
Data Driven

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

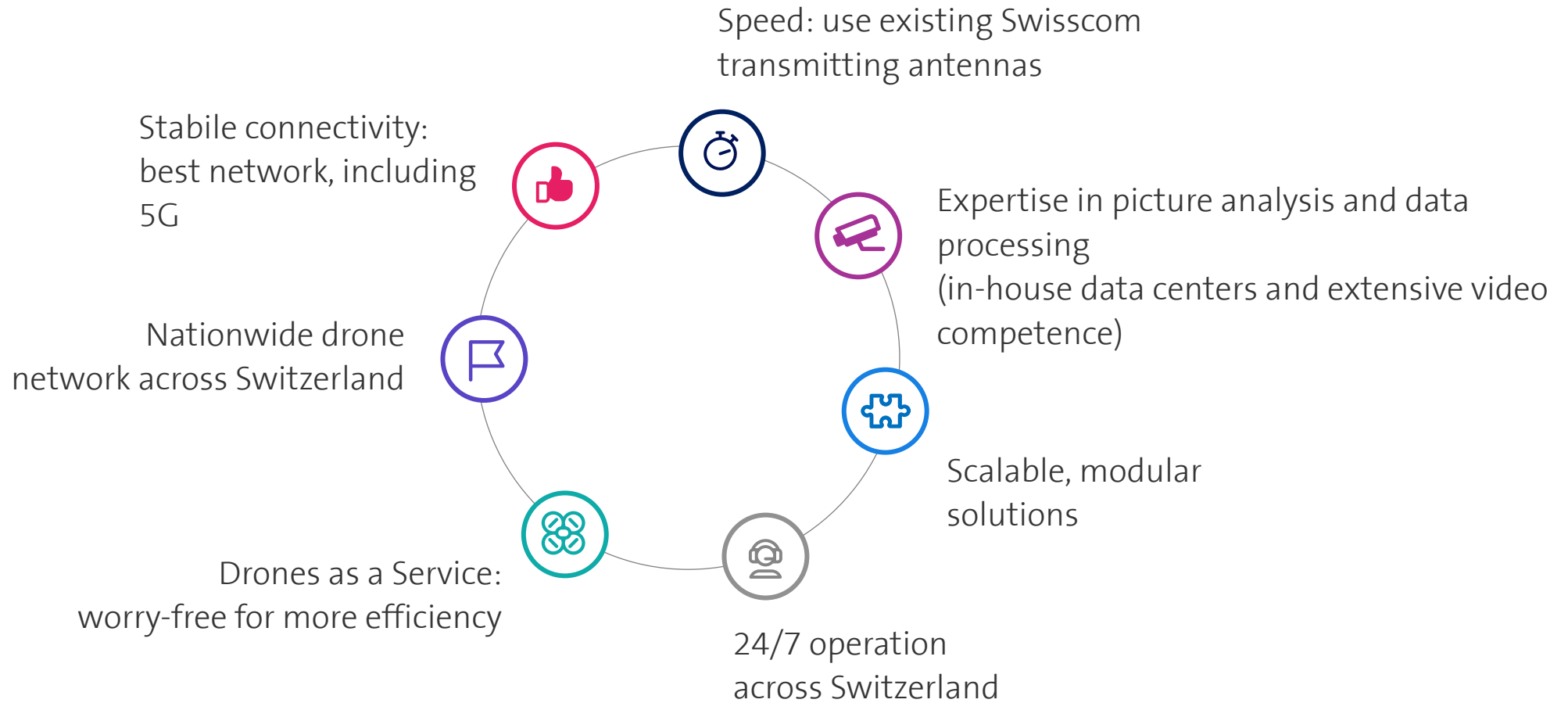
Drone as a Service: savings and speed
Robots equipped with alert sensors and artificial intelligence take over inspection tasks and cover the ground and air. With a 24/7 Operation Control Center and the best network in Switzerland.

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.

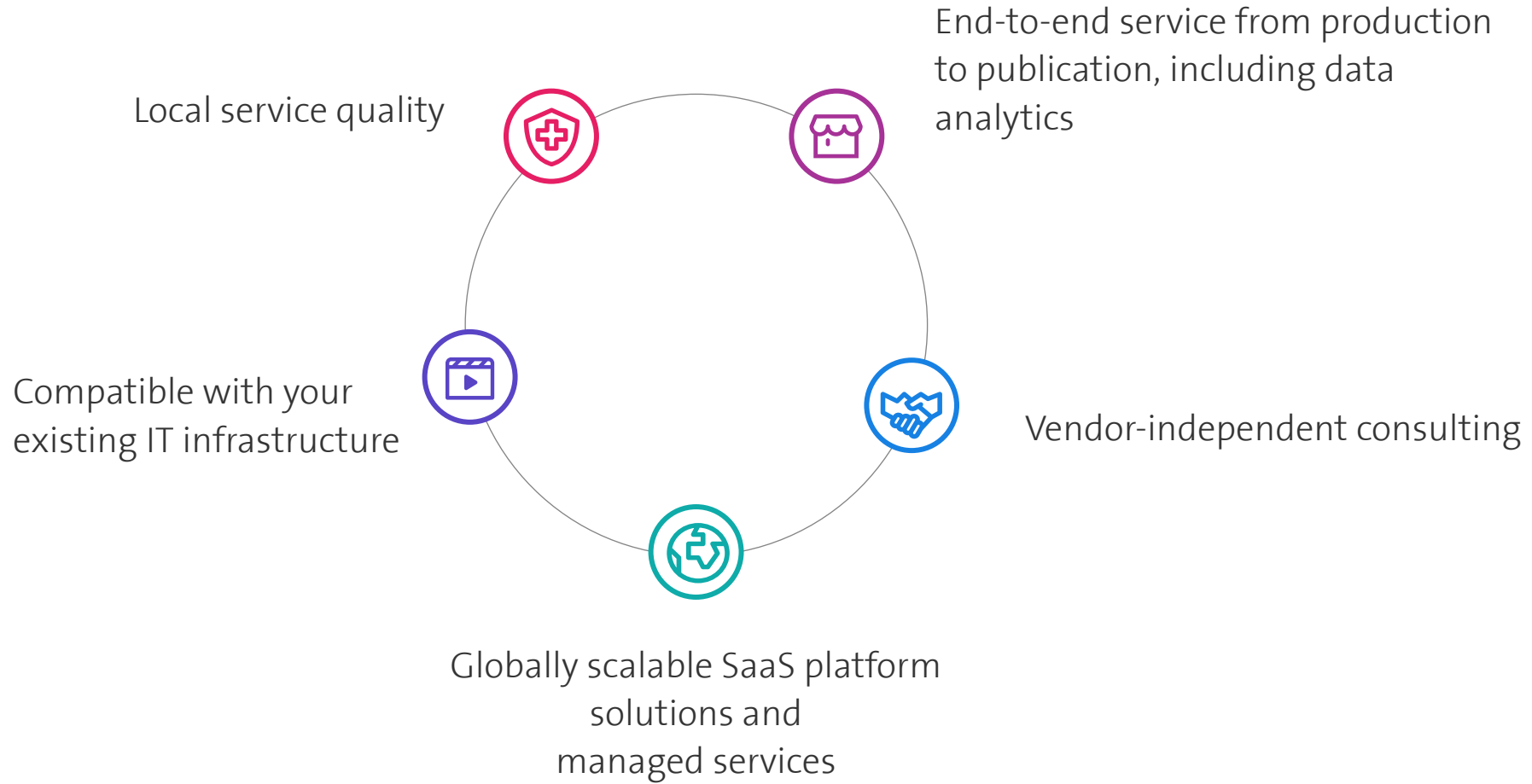
eCDN content distribution: Enterprise Content Delivery Network (eCDN) solutions for streaming video content in the intranet without the risk of overloading bandwidth.

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





Zoon

The event management software for organisations



The event management software for organisations



What do you need?

Fantastic event experiences

You want to boost the efficiency of your event organisation and improve your event marketing using informative event data?

Zoon is an event management software to make internal and external events easier for organisations.

How we can help

Event websites with booking logic: Simple creation of event websites in your organisation's branding.

E-mail & SMS campaigns: Send invitations, reminders or specific event information straight from Zoon.

Live streaming for virtual & hybrid events: Greater coverage and control for your online events with integrated live streaming technology.

Event check-in: Reduce waiting times at the entrance with automated check-in solutions.

Event community portal: Network internal and external participants via a dedicated event community platform.



Your benefits

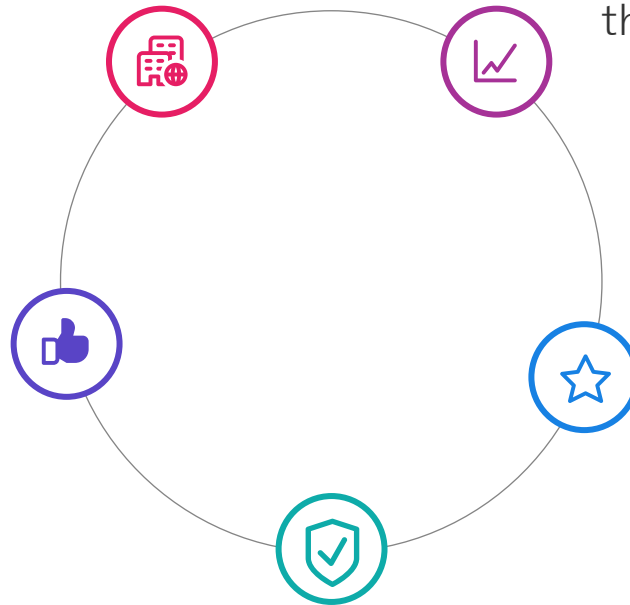
Configuring options for events of all sizes

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





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

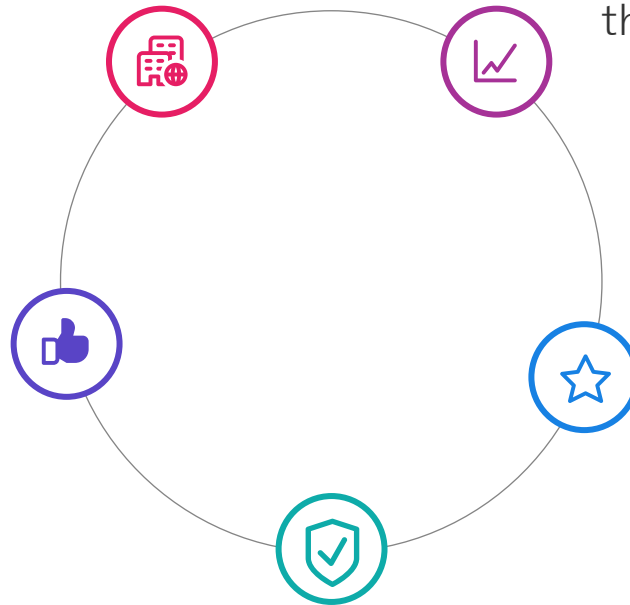
Configuring options for events of all sizes

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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).



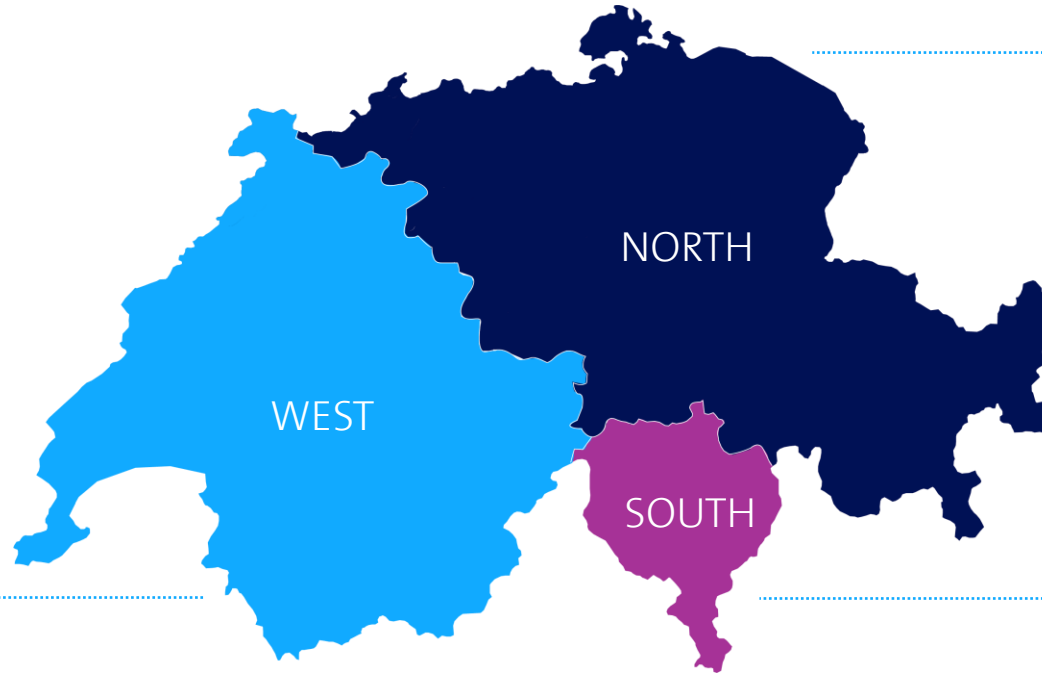
Proven experience in running critical infrastructures.



We are ISO 9001 certified.



Nationwide organisation



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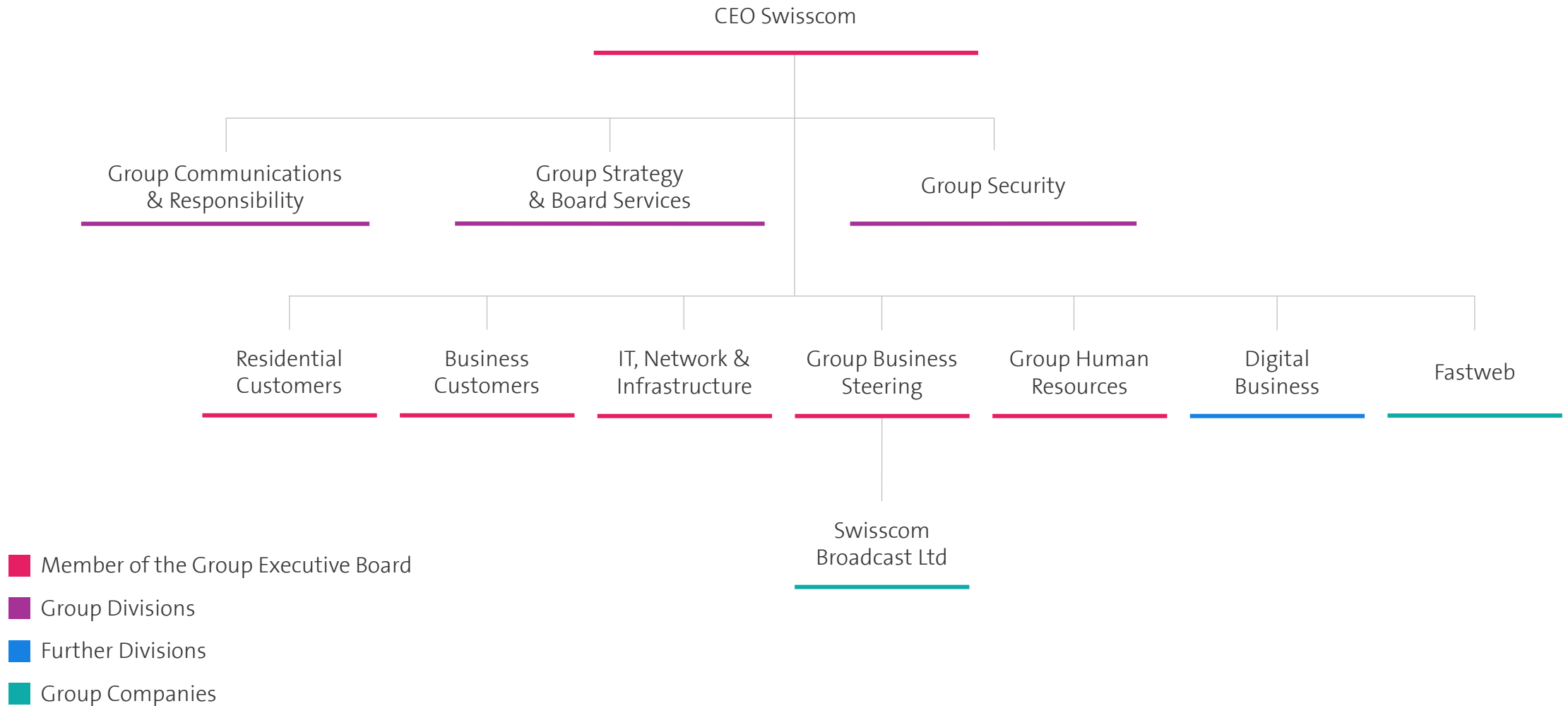
Thank you!



Appendix

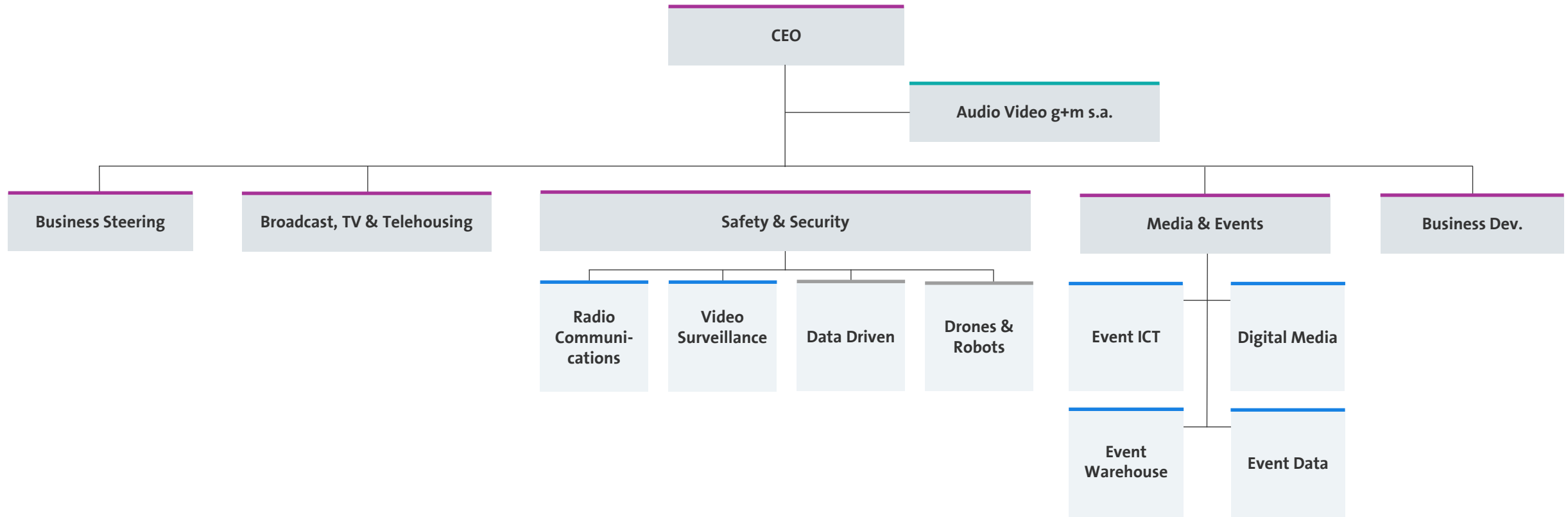


Swisscom Broadcast Ltd – an agile SME within the Swisscom Group





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

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References: TV



Signal distribution for Swisscom TV

At our headend, we receive satellite, terrestrial and direct TV signals from studios around the world. We then transmit these to our locations with a high level of availability. We distribute the signals from more than 600 channels for Swisscom TV, the most successful digital TV service in Switzerland.



TV: Contact us

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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 



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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 



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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 



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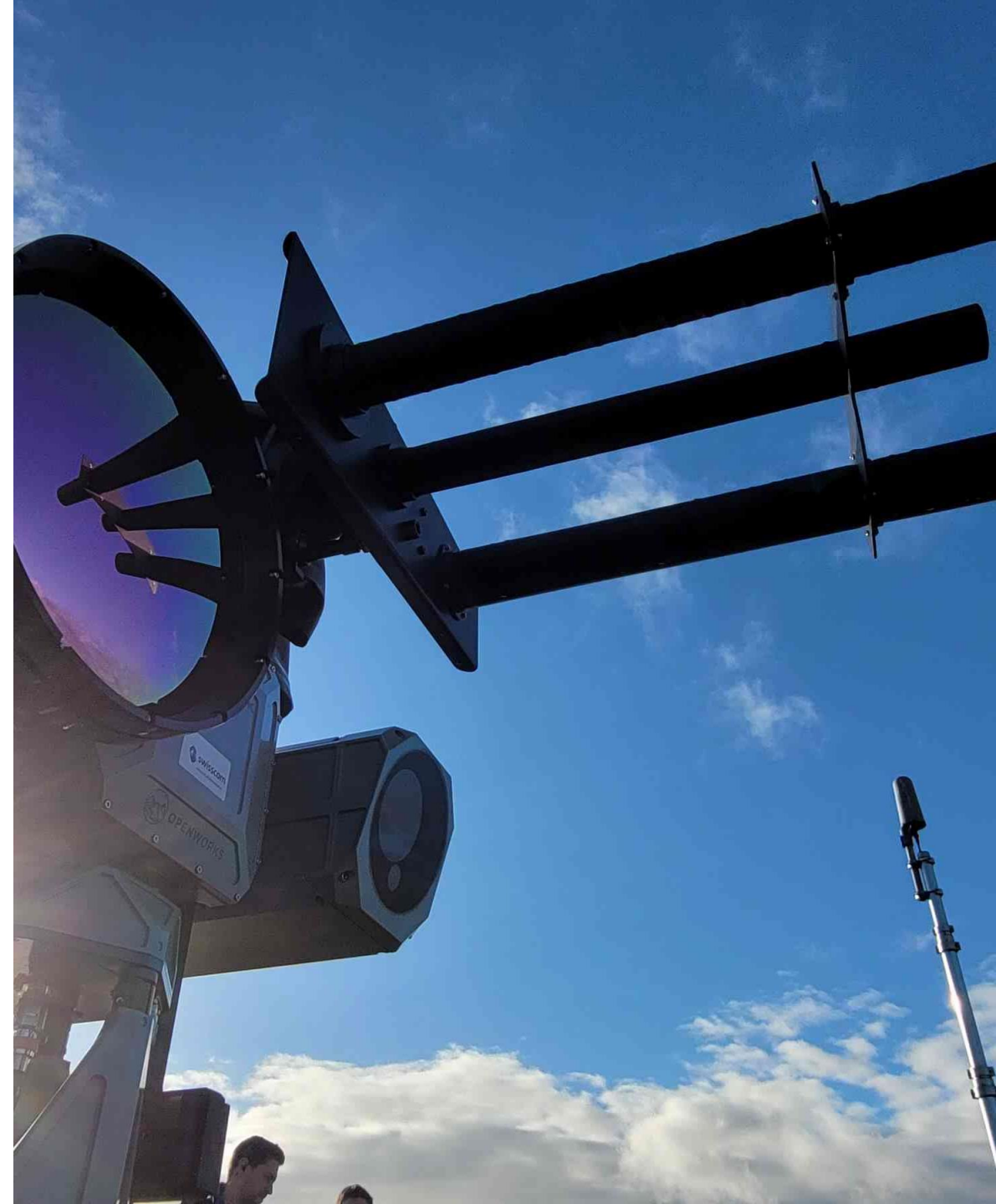


Reference: Drone Defence



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 



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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 



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Event management for the blue TV studio

With limited TV studio space, participant managers have to set quotas for audience numbers. Using our event management software, it was very easy for blue to create more than 40 events, allocate the corresponding number of seats and release these through an events website, allowing them to be booked by members of the public. As a result, 2,500 audience members were able to experience the UEFA Champions League programmes live in the studio.



Zoon enterprise community for SBB Aktiv

SBB aktiv is a programme that SBB's occupational health management makes available to all employees – allowing employees to share their leisure activities and enjoyment. Thanks to Zoon Enterprise Community, employees can connect across locations through shared interests. This promotes the internal culture, strengthens team spirit and allows SBB to support health promotion.



Event management with Swisscom dialogue platforms

The Swisscom dialogue platforms are Swisscom B2B's largest and most important customer events. Over 1,500 participants in total will meet to exchange views on future-relevant topics relating to digitisation. Swisscom B2B relies on Zoon Corporate Event Management for the entire participant management.



Zoon: Contact us



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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 



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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



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