

# Swisscom and the UEFA EURO 2008™

Challenges, role and  
services at the UEFA EURO 2008™

Background information for the media

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# Welcome



## **Urs Schaeppi**

Head of Corporate Business Division

Swisscom (Switzerland) Ltd

Member of the Swisscom Group Executive Board

- Challenges for Swisscom

## **Rolf Bachofner**

Global project manager UEFA EURO 2008™

Infrastructure

- Involvement and services: Project overview
- Target groups and communications requirements
- Facts and figures  
Infrastructure in figures
- The next steps

# Challenges for Swisscom

**Urs Schaeppi**

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# UEFA EURO 2008™ Switzerland/Austria

- UEFA EURO 2008™: world's third largest sporting event (after the World Cup and the Olympic games)
- Switzerland's largest football sporting event since the World Cup in 1954
- Economic impact on Switzerland
  - Minimum 5,300 additional jobs (calculated on an annual basis)<sup>1</sup>
  - Minimum 480,000 additional overnight stays in hotels<sup>1</sup>
  - Economy-boosting revenue of minimum CHF 1,100 million <sup>1</sup>
  - Revenue from EURO 2008 will generate gross added value of at least CHF 640 million <sup>1</sup>

The involvement in EURO 2008 will give Swisscom and its employees the chance to demonstrate their technological expertise:

- to the championship organisers
- to the tournament's business partners
- to viewers and spectators across the whole of Switzerland

<sup>1</sup> Source: Study "Economic impact of the UEFA EURO 2008™ in Switzerland".  
Market research agency Rütter & Partner, April 2007

# Challenges for Swisscom

- **The volume of communication** has increased since the Euro 2004 football championship
- **Involvement of 1,300 Swisscom employees**

## Quality

- 100% availability
- Excellent customer service

## Service

- Customised solutions for all target groups
- High-capacity provision during the championship
- Dimensioning for maximum use

## Flexibility

- Fast and accurate response to additional communications requirements

## Timetable

- The majority of the infrastructure will be built within a clearly-defined three-week time frame

# Swisscom's role and services

**Rolf Bachofner**

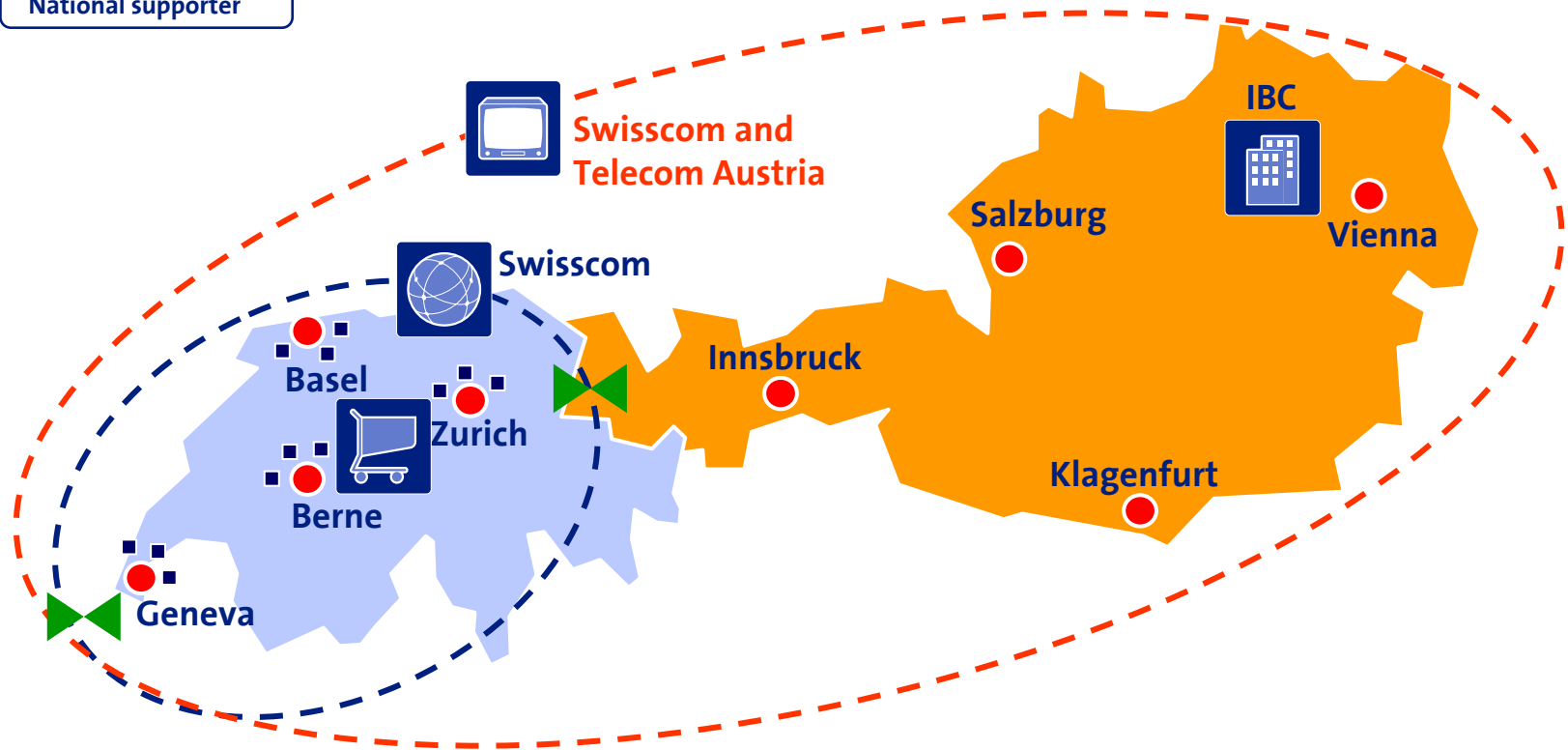
Global project manager

UEFA EURO 2008

Infrastructure



# Involvement and services: Project overview



● Venues

↔ Interfaces

■ Other Swiss locations



Image transmission  
(HD)



Communications  
Infrastructure



Partner  
business



HQ, Basel  
IBC, Vienna

# Target groups and communications requirements

Target group	Requirements
<b>End user: UEFA community</b> <ul style="list-style-type: none"><li>▪ EURO2008 SA/UEFA</li><li>▪ Television companies (UEFA)</li><li>▪ EURO 2008 volunteers</li></ul>	<b>Mobility/availability/security</b> <ul style="list-style-type: none"><li>▪ Access to applications, services and information</li><li>▪ internal/external communication</li></ul>
<b>End users: UEFA media partners</b> <ul style="list-style-type: none"><li>▪ Radio and TV commentators</li><li>▪ Newspaper reporters</li></ul>	<b>Maximum availability/ease of use</b> <ul style="list-style-type: none"><li>▪ Best service and support</li><li>▪ Easy to use</li></ul>
<b>End users: media representatives</b> <ul style="list-style-type: none"><li>▪ Media agencies</li><li>▪ Photographers</li></ul>	<b>"Time to market"/reliable service</b> <ul style="list-style-type: none"><li>▪ Access - transmission of images and reports</li><li>▪ Connection performance</li></ul>
<b>End users: partner businesses</b> <ul style="list-style-type: none"><li>▪ National associations</li><li>▪ Teams</li><li>▪ Visitors</li></ul>	<b>Services tailored to end users</b> <ul style="list-style-type: none"><li>▪ Access (Internet)</li><li>▪ Mobile services (SMS, MMS, info services)</li></ul>



# Facts and figures on the UEFA EURO 2008™ infrastructure

St. Jakobspark Basel	Stade de Suisse Berne	Stade de Genève Geneva	Letzigrund Zurich
Other locations (UEFA headquarters, fan zones, hotels, airports, stations ...)			



## Network details

Sites/locations <b>25 (Switzerland)</b>	Stadium connections. <b>2GB per stadium</b>	Data connections (IP) <b>approx. 6,700</b>
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## Voice services

<b>630 VoIP telephones</b>	<b>450 analogue telephones</b>	<b>750 ISDN lines</b>
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## Cables

<b>15 km fibre-optic cables</b>	<b>100 km data cables 40 km telephone cabling</b>
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## Radio

<b>750 walkie-talkies</b>
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# The next steps

- By the end of April 2008: The entire infrastructure will be checked and tested
- 12. May 2008: Handing-over of stadiums to EURO 2008 SA.
- Work being carried out up until the start of the championship:
  - Distribution of all lines/cables within the stadiums
  - Setting-up offices for employees of EURO 2008 SA and UEFA
  - Construction of the accreditation centre
  - Construction of the media centre, press gallery and photographer workstations

Example: Media gallery infrastructure 2008 for the Cup (Photo: swisscom) test laboratory

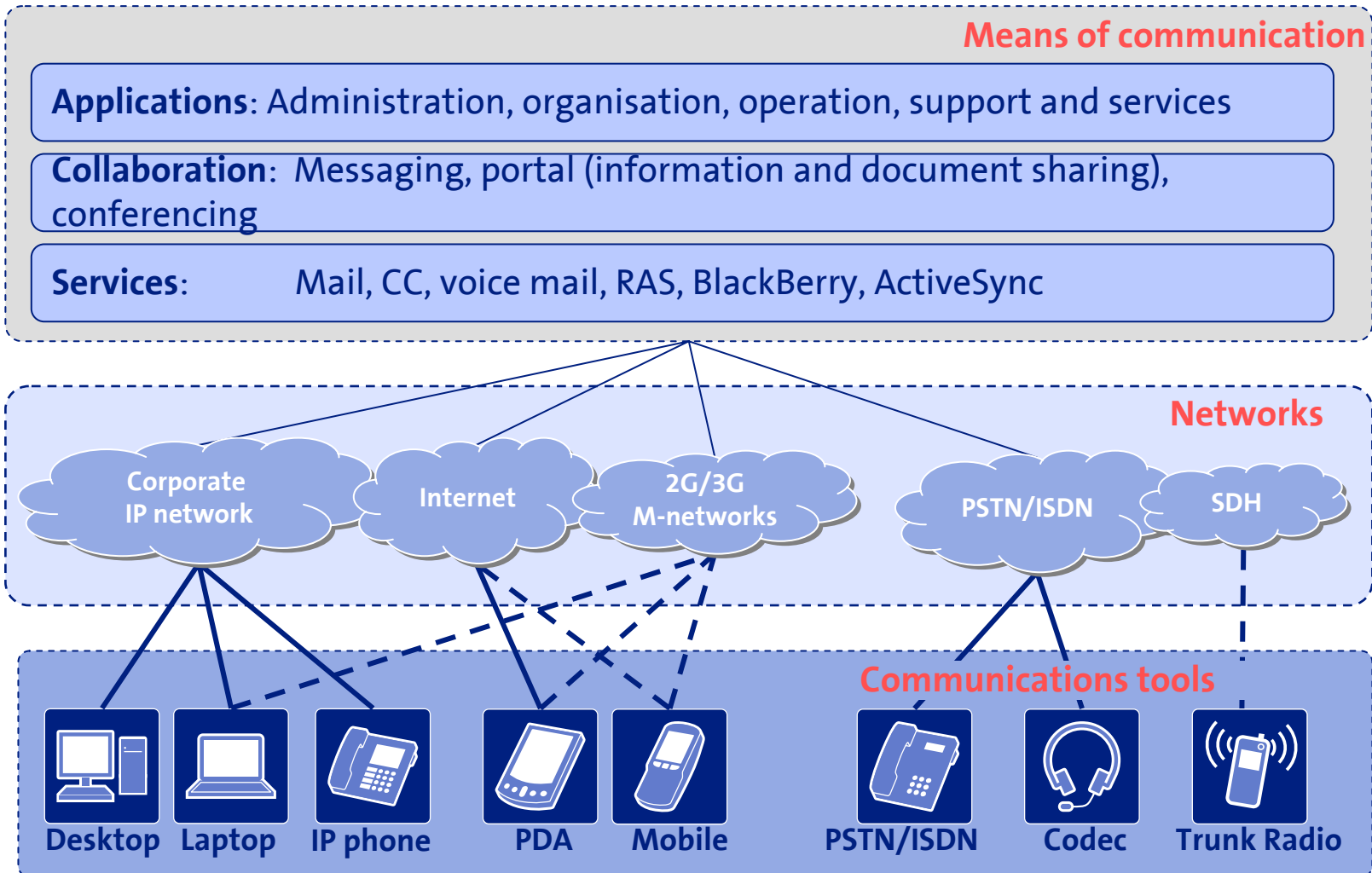




swisscom

Thank you.

# Overview of the communications offerings for UEFA EURO 2008™



# Responsibilities and interfaces for the UEFA EURO 2008™ project

