

Swisscom Broadcast expands its solution offering for events and medias

Swisscom Broadcast Ltd is to acquire Solutionpark AG, a leading Swiss company in the field of video and TV streaming. Following a six-month transition period, Solutionpark AG and its 24 employees will merge with Swisscom Broadcast's existing Event Solutions division to form an independent subsidiary. The two companies have agreed not to disclose details of the purchase price.

The staging of events live via the Internet and the management of video content and portals are becoming increasingly important for media enterprises, event organisers and large companies. The acquisition of Solutionpark AG on 15 March 2011 will see Swisscom Broadcast Ltd expand its events and media service portfolio. The company will offer a full range of services from a single source: from transmitting video signals to TV studios and equipping journalist workstations to staging events as video-on-demand or live streaming via the Internet.

Solutionpark AG, together with its 24 employees, will remain in its current form until the end of September 2011. On 1 October 2011 Solutionpark AG and the Events division of Swisscom Broadcast will merge to form „Swisscom Event & Media Solutions Ltd” with 45 employees in total. This new Swisscom Broadcast subsidiary will be a small and flexible provider of media, telecoms and IT services in the dynamic events and media business.

Until the formation of “Swisscom Event & Media Solutions Ltd”, Jean-Paul de Weck, CEO of Swisscom Broadcast Ltd, will take over the management of Solutionpark AG as chairman ad interim. The current CEO, Susan Gantenbein, will stay with the company as Chief Operating Officer (COO). Current co-owner Thomas Gabathuler will remain Chief Technical Officer (CTO) and member of the Board of Directors of Solutionpark AG.

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Solutionpark AG profile

Solutionpark AG is a leading company in the field of video and TV streaming. Its solutions cover a broad field of application, from live and on-demand streaming, distance learning, recording talks and conferences, interactive video and web TV productions, development of video platforms and consultancy to unlimited video delivery. The company was founded in 1999 and employs 24 staff.

Swisscom Broadcast Ltd profile

Swisscom Broadcast Ltd has been an independent subsidiary of the Swisscom Group since 2002. With around 240 employees and over 500 transmitter sites, Swisscom Broadcast is the leading Swiss transmitter of terrestrial radio and television signals throughout Switzerland. Swisscom Broadcast's service offering ranges from the transmission of audio and video signals and the aggregation, preparation and broadcast of TV programmes and video content to complete, multi-screen IPTV solutions. A broad spectrum of forward-looking, temporary communication, information and IT services for event organisers and media enterprises completes its service portfolio.