

SwissMediaCast

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the success story for DAB⁺ in Switzerland?

or a success story for other countries?

Planning of the Frequency resources - visionary

- ❖ Channel 12 only → not sufficient frequencies
- ❖ Liberate the whole Band III for DAB
- ❖ Hard work to convince
 - OFCOM
 - Majority of the European countries
- ❖ Switch off the analogue TV transmitters in Band III

StartUp – who to convince?

❖ 2005 founding of a consortium

- 3 pioneers – 1 idea
- Share capital CHF 0

❖ 2007 founding of SwissMediaCast Ltd.

- 23 shareholders
- Share capital CHF 100'000

StartUp – who to convince?

- ❖ 2008 OFCOM grants the license
 - 1 MUX
 - German speaking part of Switzerland
 - 80% coverage

- ❖ 2009 rising of share capital.
 - 25 shareholders
 - Share capital CHF 1'030'166

Business model – first step to the success

❖ Make or buy?

- Make → Investment of ca. 10 Mio CHF
- Buy → SLAs with strong suppliers

- SRG (Swisscom Broadcast)
- Cablecom
- Other 3rd party companies

→ Investment of 0.5 – 1 Mio CHF

Building the Network – Stage 1

2009



11 radio stations

Building the Network – Stage 2

2010



14 radio stations

Building the Network – Stage 3

2011 (under construction)



18 radio stations (waiting list)

Arrangements with the broadcasters

- ❖ SwissMediaCast is a low-profit company
- ❖ Lean organisation – no personnel – but expertise
- ❖ Operating based on SLAs (Outsourcing)
- ❖ 1 contract for all broadcasters
- ❖ Annual fee reflects a cost orientation
(based on the rules of the federal law RTVG)

Benefits

- ❖ Better reception quality compared to FM
 - Single frequency network
 - Positive use of reflection energy (mountain area)
 - Less transmitter sites compared to FM

- ❖ Lower cost compared to FM

Challenges – plan for the future

- ❖ Settle the legal cases with the licensed broadcasters

- ❖ Build up the 3rd layer
 - 6 regional (local) Multiplexers
 - Offering local radio stations DAB⁺ broadcasting

Thank you for your attention!