



UEFA EURO 2008™
- Stay on the ball with Swisscom!

Our engagement behind the scenes



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- **Swisscom is national supporter** and official telecoms supplier to UEFA EURO 2008™ in Switzerland.
- **Our main engagement:**
 - Networking the four match venues in Switzerland
 - Hosting the media centres for journalists from around the world
- **We're also responsible for transmitting the television pictures:**
 - Transmission of the pictures from the stadiums (in Basel, Berne, Geneva and Zurich) to UEFA'S IBC* in Vienna, from where they are broadcast around the world.
 - Transmission in Switzerland is via the Swisscom network. In Austria, via Telekom Austria.
- **Third-party business: We're there for you!**
 - National teams, partners, sponsors and associations will also benefit from Swisscom's services during UEFA EURO 2008™, from business numbers to the media centre.

* IBC international Broadcast Centre

Facts & Figures

Infrastructure for UEFA EURO 2008™



Stade de Genève
Geneva



Stade de Suisse
Berne



St. Jakobspark Basel



Letzigrund Zurich

- UEFA's HQ
- Fan zones
- Hotels
- Airports
- Train stations
- ...

Other locations



Radio

- 750 walkie-talkies



Data networks

- 25 locations (CH)
- ~6,700 data accesses (IP)
- 2 Gbps connection at each stadium



Cables

- 15 km of fibre-optic cables
- 40 km of phone cables
- 100 km of data cables

Voice services



- 750 ISDN lines
- 630 VoIP phones
- 450 analogue phones

Swisscom's Engagement & Role at UEFA EURO 2008™

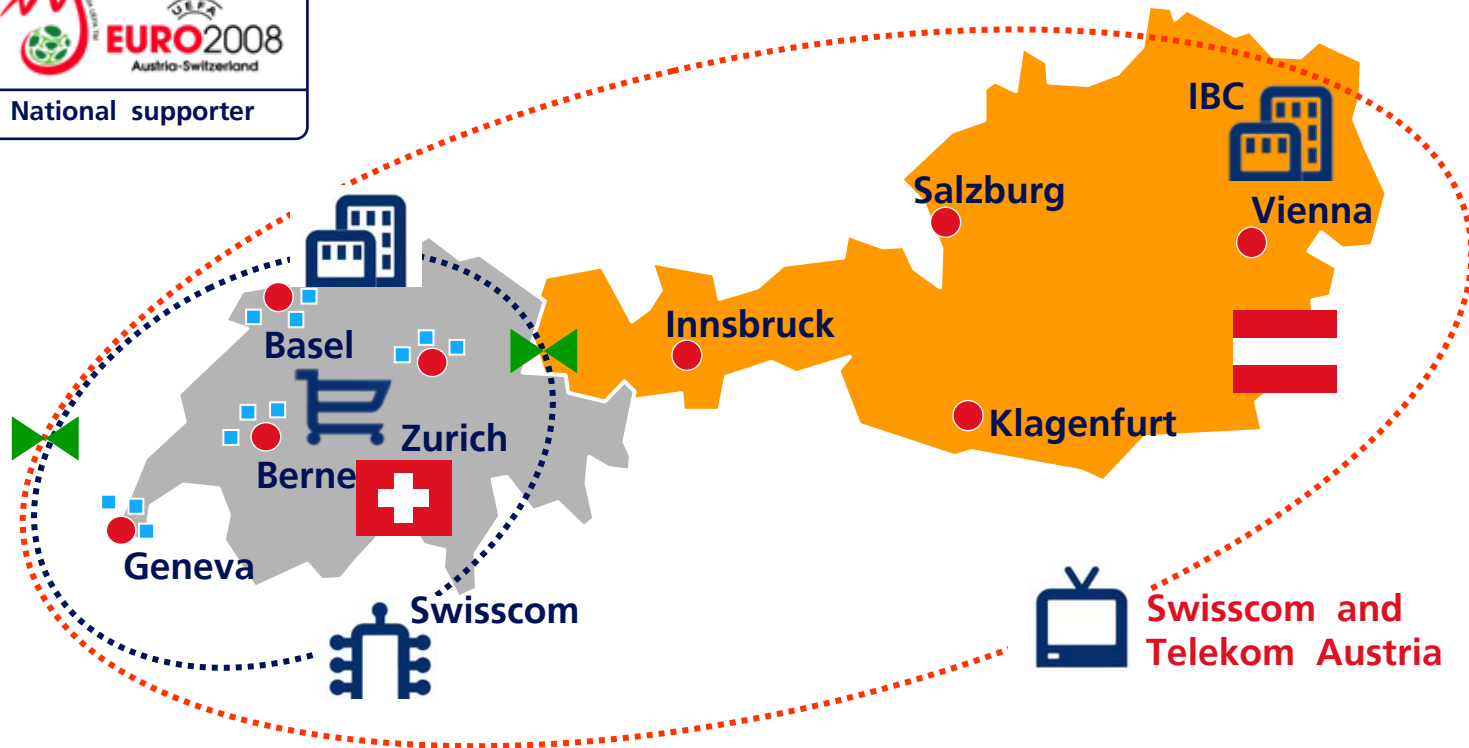



 Image transmission (HD)

 3rd party business

 Venues

 CT infrastructure

 IBC, Vienna

 Other Swiss locations

 Interfaces

Special challenges



Quality

- 100% availability on event-critical systems
- Outstanding customer service

Performance

- Solutions tailored to all target groups
- Provisioning of high capacities for the duration of the event
- Dimensioning for peak performance

Flexibility

- Ability to respond quickly and effectively to additional customer needs
- Ability to proactively address and resolve problems as they arise

Complexity

- Organisation (12 participating partners <-> dependencies)
- Technical (systems, applications, service integration)
- Operations and support for two countries

Services for the national teams, sponsors and associations

Live Event Support

Press desk stand
Press desk, WLAN
Media centre
Point of information
Info service
Engineering
Data transmission
Call centre
Media bus
Additional services
Mobile entertainment
Wireless

Broadcast Services

Switchable network
VHF info channel



Business Numbers

ACD Automatic Call Distribution
0800 and internal freecall
084x shared cost
0900/0901 BN and 0906
0800 remote access
Dialogue solution, Standard
Dialogue solution, Plus
Short numbers

- Bluewin TV
- Conferencing services
- Room 2.0 Hospitality
- PWLAN Group Session
- VCOne NetBase

Our products and services for customers



Don't miss anything, thanks to Swisscom:

- UEFA EURO 2008™ Special at bluewin.ch
- UEFA EURO 2008™ Special on Vodafone live!
- Swisscom UEFA EURO 2008™ Guide
All the latest information!
- Swisscom UEFA EURO 2008™ Album:
for the most moving moments!
- Further offerings for fans from around the world

UEFA EURO 2008™ Special at bluewin.ch



Articles/features

- News, background reports & live ticker
- Euro caricatures
- Photo galleries
- National team barometer
- Euro column



Video sequences

- National team reports from the training camps, preparations, during the championship
- Press conferences
- Fan zones



Articles/content from users

- User blogs



www.bluewin.ch/euro2008



UEFA EURO 2008™ Special on Vodafone live!



UEFA EURO 2008™ Special

- EURO 2008 as top URL on the Vodafone live! portal
- Live ticker, news, results, downloads, interactive elements (quiz, forum, competition)
- Send keyword "EURO" to 888



SMS Goal Alerts

- Send keyword "Start Switzerland" to 888 to order the SMS Goal Alert for the Swiss national team (also available for all other teams).
- Subscription per team or for the finals. SMS per event (goal, half-time, final score) CHF 0.50/SMS



Video on Demand

- Round-ups, weekly reviews, top 5 goals of the week
- Archive of earlier European Championships
- Free of charge

UEFA EURO 2008™

And they're off:
Today opening
game SUI - CZE

- SMS goal alert
- Video archive
- EM guide (free)

Switzerland gets
off to a good start
in opening game

- News
- Win a ticket
- Football corner
- Games, music, pictures

Top & latest
Start | Menu | Pers | Search

Always up-to-date with the Swisscom UEFA EURO 2008™ Guide!

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Programme guide on mobile phone

- Live ticker & latest info
- Match schedule, results, fan zone layouts
- Ticket draws
- Access to Mobile TV, SMS Goal Alerts & Video on Demand with special match roundups



Cost

- Download and installation free for Swisscom customers
- Customers of other operators: CHF 0.20 per SMS plus data transfer charge for download
- Also for customers of other (foreign) operators



Ordering

- Download: send SMS with "EURO" to 266



Swisscom UEFA EURO 2008™ Album: for the most moving moments!



- Between CHF 15 and CHF 49, depending on format and number of pages
- Requirement to register for Swisscom Online Album (by free SMS with "ALBUM" to 888 or via www.swisscom.ch/online-album)
- Free subscription fee for new customers in month of purchase and subsequent month, thereafter basic price CHF 5 per month for 100 MB memory
- Album available in official UEFA design from 26 May 2008

Enjoy cheaper travel and phone calls during UEFA EURO 2008™ with the Football Mobile Package

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- Trouble-free travel for foreign fans during UEFA EURO 2008™:
 - Half fare or RailPass for one month incl. prepaid SIM card (CHF 20)
 - With Swisscom handset as an option
- Incl. 60 free minutes for calls from Switzerland to all countries participating in UEFA EURO 2008™
- RailPass/half-fare card also valid for half-fare travel in Austria

Further offerings for fans from around the world

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- **Combined offerings:**
 - Mobile Postpaid: Nokia 6500 Slide Silver + national team strip
 - Fixed network: CPE Classic A313 + national team strip
 - Mobile Prepaid: Nokia 2630 + pouch, whistle, yellow/red card
 - Mobile accessories: Nokia Bluetooth headset BH-208 + pouch, whistle, yellow/red card
 - Multimedia fan set: hat, scarf, horn
- **Panini exchange** counters in various Swiss cities (Swisscom Shop)

Place your bet and win!

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- It's obvious who's going to win!
- So: place a bet and win with **Swisscom's Euro betting game**.
- **Here's how it works:**
 - Register at www.swisscom.ch/onlineshop
 - Place your bets for matches within the next three days
- **What you can win...**
 - On each match day: a Nokia N77
 - Main prizes: a Philips TV, a Fujitsu Notebook or an iPod touch

Bluewin TV on the move: Don't miss a match



Bluewin TV at home

- **Bluewin TV basic:** 120 channels, Video on Demand, live sporting events for the price-conscious for CHF 19 per month
- **Bluewin TV plus:** the complete package – with HD and recording function for CHF 29 per month



Bluewin TV on the move

- **Bluewin TV mobile Standard:** with 30 channels, your mobile becomes a TV
- **Bluewin TV mobile HD:** 30 channels, incl. 20 in HD quality. With TV Guide
- Television where and when I want it for CHF 16 per month or CHF 2 per day

Our engagement for the fans



Swisscom cheers along with the fans:

- 2008 questions – the biggest knowledge quiz
- Swisscom presents: DRS3 Dream Goal
- The big ticket show from Swisscom on SF1 and TSR
- Fan service in the match venues

2008 questions – the biggest knowledge quiz



12 March to 6 May 2008: The biggest knowledge quiz

- **2008 questions** on the 16 participating countries
 - for school kids at www.schoolnet.ch
 - for all EURO fans in Blick and at www.swisscom.com/quiz2008
- **Prizes**
 - for school kids: 8x2 tickets for UEFA EURO 2008™ opening matches
 - for adults: 8x2 finals tickets incl. travel & hotel; immediate prizes

7 May to 10 June 2008: The 2008 biggest knowledge quiz

- **2008 questions** on the 16 participating countries www.swisscom.ch/quiz2008
 - **Win:** 5x2 tickets, incl. 2 finals tickets plus travel & hotel; additional prizes
-

Swisscom presents: "DRS3 Dream Goal"

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- **Roadshow** in 17 towns and cities with ticket draw
 - with DRS 3, RSR, RSI and RR
 - 21 April – 21 May 2008
- **"Touch the Ball"**
Football game with daily prizes
- **MMS-to-Print:**
Print out snapshots taken on the spot
- **Autograph sessions**
With national footballers, skiers
and celebrities from the world of film and television

Swisscom presents: "Des billets pour l'Éuro"

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- **Big ticket show**
on TSR on 17 May 2008 at 8:15 p.m.
- **20 representatives from the 6 French-speaking cantons** compete against each other to find out which is the "best football canton"
- **Casting** from 11 April to 20 April. Information on www.bluewin.ch and www.tsr.ch
- **17 May: Play and win**
– in the studio or as a caller

Swisscom presents: "Euro 2008 – A Dream Come True."

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- **Big ticket show**
on Friday, 6 June on SF1, 8 p.m.
- Swisscom will draw **176 EURO tickets**.
- **The Host, Rainer Maria Salzgeber**, will welcome interesting guests from the worlds of sport and show business: Bernhard Thurnheer, Volker Finke, DJ BoBo and Joseph Blatter
- Live broadcasts and public opinion barometer from the host cities.
- **Musical entertainment** from Baschi and Fabienne Louves

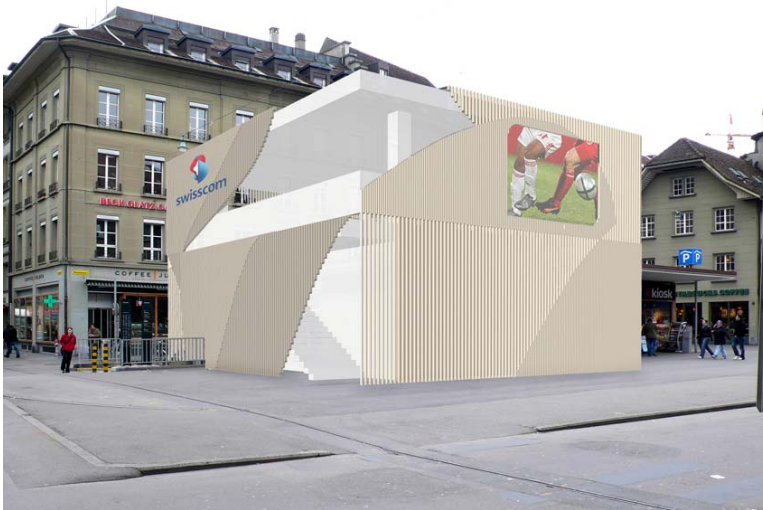
Fan services in the match venues



- Service points and mobile service teams in the fan miles
- Information and services on the European Championship, the city, football and Swisscom for locals and visitors alike
- Locations with a direct view of the big screen and entertainment options in the public UEFA EURO 2008™ fan zones

Service points in the fan miles

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- Info desk, Internet stations, mobile charging stations, shop, TV lounge, SMS quiz
- Opening times:
 - Berne, Waisenhausplatz: 10 a.m. to midnight
 - Geneva, Plainpalais (own rostrum): Noon to 11 p.m./midnight
 - Basel, Marktplatz: 10 a.m. to 11 p.m.
 - Basel, Kasernenareal (own rostrum): 3 p.m/6 p.m. to midnight
 - Zurich, Limmatquai (own screen): 10 a.m. to 11 p.m.
 - Zurich, Bellevue (seats on rostrum): 3 p.m/6 p.m. to 11 p.m.

Medical advice for visitors to UEFA EURO 2008™

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- **MEDGATE, the Swiss centre for telemedicine, and Swisscom** are offering visitors to UEFA EURO 2008™ medical advice over the phone on health issues of an acute or general nature
- **They will recommend optimum treatment:** self-treatment, pharmacy, general practitioner (GP) or hospitalisation. If necessary, they will also call an emergency doctor
- **Languages:** German, French and English. Italian and Spanish also available for callbacks
- **Around the clock and free of charge** on 0844 help 08

EURO villages for Swisscom employees



- Overnight accommodation for Swisscom employees, who are providing support for various activities on-site
- Places to sleep and relax for around 100 employees per location
- Locations:
 - Berne, Wölflistrasse
 - Basel (Birsfelden), Freulerstrasse
 - Geneva, Route de Vessy
 - Zurich, Freilagerstrasse



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EURO2008
Austria-Switzerland



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National **Supporter**