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Autor: [s.n.]
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SBC channels can be received all over Europe

Swiss television takes to outer space

Until six months ago, the Swiss had to do without the Swiss Broadcasting Corporation's TV programmes when they went abroad. Now they can receive Swiss channels the length and breadth of Europe. The magic word is "SRG SSR Sat Access".

More and more public and private broadcasters are transmitting their TV programmes via satellite. The SBC is no exception. It has been using satellite transmission since 1 November 1997, creating a valuable addition to the range of broadcasting technologies employed to date. Swiss citizens resident abroad can now benefit from this new SBC service. The complete programmes of channels SF 1, SF 2, TSR 1, TSR 2, TSR 1 and TSR 2 are transmitted via the Hotbird 3 satellite. SF 1 can also be received via Astra 1G, a satellite that is popular mainly in German-speaking countries.

The TV programmes are transmitted digitally. The DVB (Digital Video Broadcasting) system used is a guarantee of excellent picture quality. One thing is sure: digital will triumph over analog distribution.

Only with Sat Access Card

For copyright reasons the SBC is obliged to transmit its programmes via satellite in scrambled form. A Sat Access Card conforming to the French Viaccess standard unscrambles the signal and enables it to be conveyed to the television set.

Besides a one-off fee of CHF 50, Swiss residents abroad have to pay an annual subscription charge of CHF 120 instead of the Swiss licence fee. That's roughly half of what other public broadcasters generally charge their compatriots abroad.

Swiss TV via satellite

Within the transmission range (see map), SBC signals can be received by any satellite dish equipped for digital broadcasting. A DVB receiver (see box) conforming to the French Viaccess

International. To receive them, the same equipment is needed as for television. Attaching the hi-fi set to the receiver produces digital radio quality.

access to over 300 TV and radio stations. Of these, over 100 are transmitted unscrambled and are therefore free.

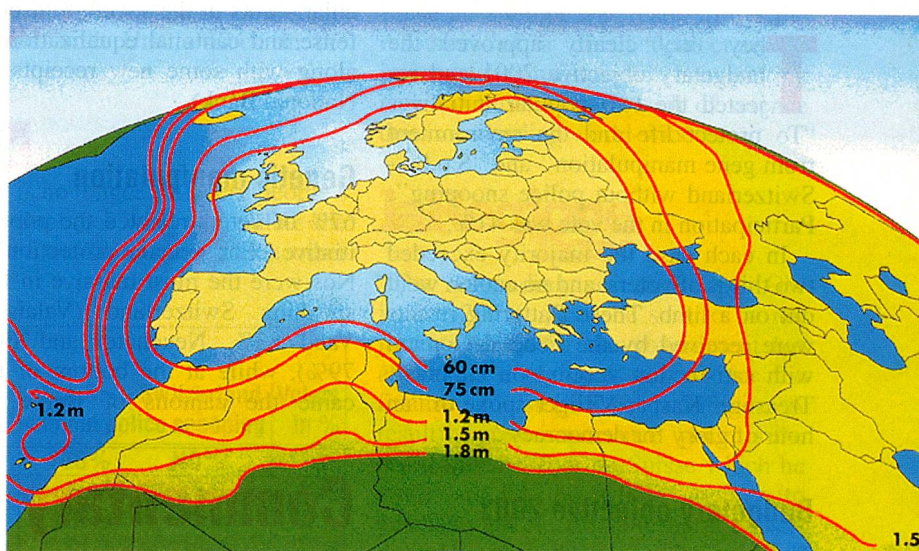
New channels added nearly every day

In the fast-growing market for satellite television, new programmes are added almost daily. Above all, the digital Viaccess standard chosen by the SBC is proving popular in Europe. It

Two birds with one key

German-speaking Swiss residents abroad have a particularly interesting option. If they have a satellite dish at least 85 cm in diameter and two receiver converters

The reception range of SBC programmes and the satellite-dish diameter required.



standard is needed to convey the SBC TV programmes to the TV set. A credit-card sized SSR SRG Sat Access Card is also required. A number of manufacturers offer suitable receivers, including models that can decode different standards.

SRI via Hotbird 3

Digital satellite transmission is not restricted to television. Almost all TV satellites also offer a wide choice of radio programmes, ranging from news and special-interest stations to national radio networks.

The SBC already broadcasts the French and English programmes of Swiss Radio

(LNB), they can receive all programmes transmitted by both Hotbird and Astra satellites because the orbital positions of the satellites are relatively close to one another. While Hotbird offers a wide range of international radio and TV stations, Astra focuses on German-language stations. Thus, reception of both Hotbird and Astra gives

won't be long before Internet via satellite, pay-TV and pay-per-view become available.

The Sat Access Card is obtainable from the following address:

SRG SSR Sat Access

P.O. Box

CH-8052 Zurich

Hotline ++41 1 305 65 47 ■

To receive SBC programmes, you need

- a satellite dish, at least 60 cm in diameter, directed at Hotbird 3 (13° East)
- a set top box with a Viaccess decoder. The SBC currently recommends X COM CDTV 350, X Sat CDTV 350 and Visiosat Xena 1500.
- the SRG SSR Sat Access Card.

Your local dealer will be pleased to advise you.