



## KATHREIN Broadcast and SBW Sendernetzbetrieb announce collaboration

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*Rohrdorf, 17.09.2024* - KATHREIN Broadcast GmbH and SBW Sendernetzbetrieb Baden-Württemberg GmbH have signed a cooperation agreement that establishes a close collaboration in the area of broadcast operations for radio stations.

SBW Sendernetzbetrieb Baden-Württemberg GmbH is known for its expertise in broadcast operations and has been providing customized solutions for radio stations in the region since 2015. "SBW was founded by experienced radio operators. We possess the know-how for the complete FM transmission chain and have already built our own antennas for our clients," explains Hans-Jürgen Neumann, Authorized Signatory of SBW.

As part of the cooperation, KATHREIN Broadcast takes on the role of technology partner, bringing 70 years of experience in providing antenna and signal processing technology to the partnership. "We are proud to collaborate with SBW and contribute our expertise to enhance the efficiency and reach of radio stations, particularly through customized solutions to reduce antenna wind load," says Jörg Lippert, Managing Director of KATHREIN Broadcast.

A particular highlight of the collaboration is the offering of a "modular" broadcast operation. This long-proven success model allows broadcasting clients to choose from individual service modules, including: initial consultation and concept development, site maintenance, antenna maintenance, monitoring of transmission systems, ad-hoc interventions, and a 24/7 hotline.

With this partnership, KATHREIN Broadcast and SBW are making a clear statement for the future of radio in Baden-Württemberg and beyond. The collaboration enables the integration of cutting-edge technologies into broadcast operations and ensures seamless customer support.

### **About KATHREIN Broadcast GmbH**

KATHREIN Broadcast is one of the world's leading manufacturers of professional broadcast antenna systems, offering a complete range of transmitting antennas for FM, TV, DAB, and DTV broadcasting. Founded in 1919 in Rosenheim, Germany, KATHREIN initially produced antennas and lightning protection devices. Since 1954, KATHREIN has supplied professional broadcast antenna systems of all sizes to broadcasting organizations worldwide, from Canada to China and from Norway to South Africa. KATHREIN Broadcast antenna systems are known for their thoughtful engineering and solutions tailored precisely to customer requirements. The products are of the highest quality and designed for long-term, trouble-free operation, even under the most extreme environmental conditions.

### **About SBW Sendernetzbetrieb Baden-Württemberg GmbH**

In 2015, seven radio broadcasters founded SBW Sendernetzbetrieb Baden-Württemberg GmbH to leverage the opportunities created by the liberalization of technical broadcasting operations initiated by the Telecommunications Act of 2012. SBW aims to independently and self-determinedly design broadcast networks. Through successful implementation of cost transparency, quality assurance, and a clear monitoring system, as well as minimizing the need for troubleshooting through redundant systems, SBW offers particularly cost-efficient solutions and services. SBW supports radio stations with tailored solutions in Baden-Württemberg and beyond.

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