



**CELLULAR  
EXPERT**

# CASE STUDY

**Cellular Expert Solutions for  
Broadcasting companies**





# Cellular Expert Implementation at National Swedish broadcasting company

## About the company

Teracom AB is a national Swedish broadcasting company. It owns the Group infrastructure consisting of a broadcasting network for radio and TV, a backbone network that links approximately 600 broadcast stations and a special network for monitoring operations. Teracom offers various technical infrastructures and network solutions for the distribution of media and communication between people and companies – anywhere, anytime. Company's main product areas are radio and TV broadcasting, Pay-TV offerings, transmission capacity for data connections as well as co-location and service. Teracom distributes radio and TV to households nationwide in Sweden. The terrestrial digital broadcasts cover 99.8 % of households. In the Pay-TV segment, services are offered through the subsidiary Boxer TV-Access.

## Project scope:

Teracom AB is Cellular Expert user since 2007 and uses 4 Cellular Expert licenses. Network size: approximately 4000 radio links.

The project consisted of implementation of enterprise Microwave network planning tool and data import from external files into Cellular Expert database. The following datasets have been imported: Radio link connectivity data, Radio equipment data including antenna patterns, radio models and channels, feeders and Frequency plans.

In addition, custom tools were developed including tool for fast creation of radio links, customized object sensitive context menu.

After a project a link-planning tool "TEMS Link Planner" developed by Ericsson was replaced by Cellular Expert.

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