

# Measure Campaign Tool



**SRG SSR Idée Suisse measures the quality of radio and TV reception with special measuring vehicles. It uses the “Measure Campaign Tool” application, developed by EBP to analyse the measurement data.**

In order to provide our customers with radio and TV programmes in optimum quality, SRG SSR Idée Suisse is constantly monitoring the reception quality. In order to do so, it has several measuring vehicles to record quality aspects. In addition to the reception quality, the position of the vehicle is recorded with GPS, enabling a spatial evaluation of the data to be carried out.

SRG SSR Idée Suisse uses the “Measure Campaign Tool” application, developed by EBP, to analyse the measurements. This enables the measurement data to be analysed qualitatively and quantitatively, and can be compared with simulation data. The application is an extension of ArcGIS Desktop, providing numerous standard tools for spatial analysis. The results can be shown in automatically-generated reports.

The “Measure Campaign Tool” was developed with MS.NET and C# as an extension of ArcGIS Desktop. EBP carried out user training in ArcGIS Desktop and provides support for SRG in the operation of the application.

## Client

SRG SSR Idée Suisse

---

## Facts

Period	2007 - 2025
Project Country	Switzerland

---

## Contact persons

Jürg Mannes  
[juerg.mannes@ebp.ch](mailto:juerg.mannes@ebp.ch)

Dr. Ivo Leiss  
[ivo.leiss@ebp.ch](mailto:ivo.leiss@ebp.ch)