



Swiss Football
League



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Swiss Football League Scores with OppAccred

The Swiss Football League (SFL) is responsible for organising and governing professional football competitions across Switzerland. On matchdays, clubs must manage access for a wide range of media and broadcast organisations, including press, photographers, production teams, and rights holders.

Before implementing OppAccred, media accreditation was handled independently by each club. According to Peyer Sofia from the Swiss Football League, this created significant blind spots for the league.

"We didn't know who was in the stadium, how many people per game, or which media were attending. As a league, we really had no overview."

Sofia Peyer

Swiss Football League



Before OppAccred: A Fragmented, Manual Process

Prior to OppAccred, the league supplied clubs with blank accreditation templates branded with league colours. Each club then managed the entire process on its own.

For media organisations, passes were often issued per match, while broadcasters frequently operated with season-long passes. This inconsistency made it difficult to track attendance accurately and introduced risks around misuse.

"We just sent out blank accreditations. The clubs received requests by email and then wrote the names by hand or printed something themselves. There were no pictures and no shared system."

The Challenges: Workload, Security, and Lack of Control

Managing accreditation at club level placed a heavy operational burden on matchday teams.

Clubs had to process emails, prepare passes manually, and manage last-minute changes every week.

Sofia highlights who felt the pressure most:

"For the clubs, it was a lot of work. But especially for security, it was very difficult because they didn't really know who should be there."

The lack of control was even more pronounced for broadcasters. Season-long passes meant that individuals could attend matches even if they were not scheduled to work that game.

As Sofia notes:

"If someone had a season pass, they could come even if they were not working on that match. There was not much you could do."

Why Centralisation Became Necessary

Over time, the risks associated with this decentralised approach became impossible to ignore. Security concerns increased, and the league began introducing stricter regulations to protect its broadcast product and commercial rights.

Sofia explains why change was unavoidable:

"We increased our regulations, but without control we couldn't really enforce them. If nothing had changed, we would have had more and more infractions."

Centralising accreditation at league level would allow the Swiss Football League to verify identities, control access, and apply rules consistently across all clubs.



Why the League Had to Lead

It was important that the Swiss Football League, rather than individual clubs, led the change. This ensured that decisions were consistent and backed by league authority.

Sofia describes the impact clearly:

"Now we know who is going to each game. If we don't accept someone, the clubs don't have to either. They can just send people back to us."

With a central database, the league can review incidents, identify individuals, and take action when necessary.

OppAccred was chosen following an evaluation of multiple options. Its experience working with top-tier football leagues gave the Swiss Football League confidence from the outset.

As Sofia explains:

"You already had experience with the Premier League. We thought if it works there, it should also fit for us."

Beyond experience, the partnership and flexibility proved decisive.

"The support really made the difference. If we had a problem, it was solved the same day. And everything we asked for was possible."

Custom developments included broadcaster upload workflows, different accreditation categories, and club official passes tailored to the league's needs.

"Now security can really check. They know in advance who will be there, and they can see immediately if someone has an accreditation or not."

Rollout and Club Adoption

As expected, the rollout required careful change management. Clubs were used to their own processes and initial resistance was inevitable.

Sofia is candid about the early stages:

"At the beginning it wasn't easy. Nobody really likes change, and some clubs were saying they didn't want to use it. Now it's completely different. The clubs are happy, and many of them ask to use it for other games as well."

Matchday Impact and Security Confidence

OppAccred significantly improved matchday operations for clubs and security teams.

Advance visibility of attendees, combined with photo-based accreditation, reduced uncertainty at stadium access points.

This clarity has made matchday operations safer and more predictable across the league.

Improved Experience for Media and Broadcasters

Media and broadcast organisations have also seen clear benefits. Instead of sending multiple emails to different clubs, they now use a single system.

According to Sofia:

"Before, they had to write emails to each club for each game. Now they can select the games and make the requests. They have much less work to do."

Feedback from media organisations has been consistently positive as familiarity with the system has grown.



League-Level Visibility and Insight

For the Swiss Football League, OppAccred has delivered full visibility across all competitions. The league can see who attends matches, track interest by country or outlet, and review historical data. Sofia summarises:

"Now we can go back in the database and check everything. We know who was there and what happened."

Recommendation

The Swiss Football League would recommend OppAccred to other football leagues seeking a centralised, league-led accreditation system. For Sofia, the reason is clear:

"It gives the league the control role, and because of the support and flexibility, it really works for us."

OppAccred is now a core operational platform for the Swiss Football League, supporting stronger governance, improved security, and a more professional experience for clubs, media, and broadcasters alike.