



deliver.media

## EURO 2020 - "aircheck.." platform revolutionises the work of sports journalists

**Football is passion and emotion. It is precisely this that the commentators in the stadiums and TV studios have to convey. With the cloud service platform "aircheck." from the Swiss start-up company deliver.media™, they have been given the opportunity for the first time to access almost all the audio recordings they have made and use them for their reports.**

The newly created platform is unique in its scalability thanks to a distributed cloud architecture and currently hosts over 240 radio stations around the clock. In collaboration with the EBU, the European Broadcasting Union, SMP Solutions GmbH in Root and SwissMediaPartners AG in Bern, the new online service gives EBU member producers access to live audio recordings of the respective matches.

"Thanks to deliver.media™'s new platform "aircheck.", we were able to localise the highly emotional commentary of the Danish Broadcasting Corporation in connection with the dramatic cardiac arrest of Christian Eriksen and make it available to other broadcasters within minutes. Without the deliver.media aircheck., this would have been impossible," says Micky Curling, Senior Sports Producer at the EBU.

Mathieu Habegger, co-founder of deliver.media™, and his team created a simple and efficient user interface that can mark, record and download any section of audio material for use in their own features or live broadcasts. deliver.media™ **aircheck.** has been on the market for just over a year and is used by numerous media and broadcasting organisations, both at home and abroad. Meanwhile, around 240 active radio stations are recorded simultaneously.

deliver.media™ is a brand of SMP Solutions GmbH based in Root and offers a range of cloud-based applications, such as deliver.media™ **engine** and deliver.media™ **managedradio**, specifically for organisations in the field of radio, TV & broadcasting and marketing and media branding. The deliver.media™ engine enables the connection of different media applications, the automation of intelligent workflows and the distribution of metadata. **managedradio** is a managed service that includes all the functions of a modern radio channel, from the digitisation of audio data to music scheduling, playout, streaming and the publication of metadata.

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