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# Singapore Airlines selects Media Carrier for e-paper library

By **Rachel Debling** on May, 28 2019 | Inflight Entertainment



Yesterday, [Media Carrier](#) announced it has signed [Singapore Airlines](#) as its first Asian customer to integrate its premium e-paper library into a mobile app. The Munich-based digital content company was selected following a tender process.

The agreement will have Media Carrier deliver a collection of digital newspapers and magazines from around the world into Singapore Airlines' mobile app via an FTP server. More than 120 premium publications picked by the airline, sourced from 22 countries and in a dozen languages, will be available to passengers free of charge. Publications are presented in the same familiar format as their print versions, and guests can download their selected magazines and newspapers as PDFs so they can continue reading later.

Philipp J. Jacke, Media Carrier's Managing Director, commented on the partnership: "We are delighted that Singapore Airlines is the first Asian airline to join Media Carrier's client portfolio. As Singapore Airlines is one of the world's best airlines, this is a great testimonial for us. Our profound expertise and wide range of premium publications, including many Asian ones, enabled us to convince a major player in the aviation sector of our services. Our focus on and commitment to the highest quality standards for our offerings and services certainly played a role in this context.

"Digital tools such as our e-paper library enable airlines to offer their passengers the first-class service they expect. Digitalization has by now become part and parcel of the modern service industry and value-enhancing digital products considerably contribute to increasing customer satisfaction."