

Touch helps Delta tackle IFE content bottleneck



Touch is helping Delta deliver content to its thousands of seatback screens more efficiently

[Touch](#) has entered into a partnership with [Delta](#) to help streamline content for the airline's 145,000+ seatback screens onboard.

Under the collaboration, which began in January 2023, Touch will provide a full scope of services including automated media management, content licensing & analytics, media processing & delivery, and ongoing enablement of innovation — and leverage their suite of digital media tools to help Delta and their in-house teams deliver the next generation of inflight entertainment (IFE) to its passengers with greater efficiency.

Thanks to innovative technologies, including ABOVE (the first cloud-based media distribution platform) and Touch Media Center (a powerful IFE workflow platform), Touch delivers media onboard an aircraft in just 24 hours instead of the established 60-day standard.

In a February 15 news release, André Valera, Vice-President of Business Development at Touch, commented, “We at Touch are extremely honoured and excited to develop a strategic partnership with Delta, being part of a team that will champion innovation in the IFE world. Together, we will accelerate and improve customization, engagement, and relevance, delivering the Delta living room experience to passengers. It’s a journey that will challenge the status quo and unlock mutual growth!”