

PRESS RELEASE

MOG and SWISS TXT announce a new partnership: Diving into the New Era of Crowd Journalism

Biel/Bienne, 6th September 2021: **SWISS TXT**, the subsidiary of SRG SSR, announces today a new partnership with **MOG Technologies**, the worldwide supplier of end-to-end solutions for professional media. This partnership is the result of a successful collaboration in the HELIOS research project, sponsored and funded by the EU.

The partnership aims to further explore the technical and commercial potential of a revolutionary citizen journalism and social media exchange platform which is based on blockchain technology, and also test this platform's potential for new business models and applications.

Within the project's scope, MOG has developed a collaborative production platform, where anyone with a mobile phone and without needing additional installations, can use a browser to stream live event videos in a wide variety of scenarios such as sports, news, music shows, and cultural events - to name a few.



The platform allows citizens watching a live event to actively join the transmission ecosystem, by capturing the events with their own phones, and easily stream the recordings through the platform. The platform managers can then choose what feeds they want to use in the final transmission or piece, and purchase them directly from the author.

The exchange platform accepts multiple simultaneous streams and can be limited to a specific location or area radius (the event venue, for example), in order to better filter relevant streams.

Still within the platform, the manager not only can preview and switch between all the live streams with almost no latency, but also trim and merge new highlights in real-time, catalog them, and directly send them to social media.

The platform aims to empower journalists into gaining more control of their pieces with a wider library of live resources, while encouraging the audience to monetize their streams through a digital marketplace.

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SWISS TXT supports such live-streaming with a mobile app named Citizen Journalist App. Due to blockchain technology, this app allows journalists to store videos and images decentrally in IPFS, to work in anonymity if necessary and to be rewarded for their content in ether. The app thus supports journalists in in

their mobile work and in distributing content in social media. Through a decentralised web platform (DApp), the contributions can be used for the dissemination of private publishers.

MOG and SWISS TXT have been actively exploring the full potential of mediatic exchange platforms like this over the past year, and are aiming to test it further at the next [Jungfrau-Marathon](#), happening in Switzerland September 2021. There, the SWISS TXT platform will be tested live with MOG's new live stream function.

ABOUT SWISS TXT

SWISS TXT is a subsidiary of SRG SSR (Swiss public television) and focuses on ICT/infrastructure, video and accessibility services.

Facts & figures:

- Wholly owned subsidiary of SRG SSR
- 279 employees
- Sites in Biel (headquarters), Berne, Zurich, Geneva, Lausanne, Comano
- Revenue in 2020: CHF 59.5 million

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[swisstxt.ch](https://www.swisstxt.ch)

ABOUT MOG TECHNOLOGIES

MOG is a worldwide provider of digital media technology. Its innovative solutions enable the digital transformation across any industry that needs to create, manage, and distribute content while engaging with communities of any size. We're committed to reshaping the entire media value chain with powerful and accessible technology, from unified media workflows to virtualization, cloud services, OTT platforms, and beyond. Together, MOG is building the next generation of digital media technology that propels the communities' engagement ecosystem. mog-technologies.com

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