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Anuvu Signs Inflight Entertainment Content Agreement with Air Canada

The new agreement will increase Air Canada's inflight entertainment content volume to elevate the passenger experience.



DENVER, SEPTEMBER 4, 2024 - [Anuvu](#), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity is today announcing a new agreement with Canada's flagship airline, Air Canada, to provide inflight entertainment services starting in September 2024.

Anuvu's innovative solutions will significantly increase the volume of Air Canada's content selection to include over 1000+ movies and 3500+ TV episodes. To offer more diverse programming options, will be through acquisitions from distributors such as Skeye, Shemaroo Entertainment, and Anuvu Distribution.

"Air Canada has invested significantly in creating a world-class inflight entertainment experience," said Estibaliz Asiain, EVP Media & Content at Anuvu. "With Anuvu's expertise and innovative solutions, we aim to revolutionize traditional monthly content cycles by updating and refreshing Air Canada's IFE offerings more frequently, ensuring passengers have access to time-sensitive content within days rather than months."

"Anuvu's advanced technology will help take our award-winning in-flight entertainment product to the next level, further solidifying Air Canada's leadership in offering an unparalleled range of content onboard," said Norman Haughton, Director of In-Flight Entertainment and Connectivity Product and Analytics at Air Canada. "We look forward to rolling out the expanded content onboard with even more entertainment choices, quality and variety for our customers to enjoy when flying with us!"

Anuvu's technology will enhance passengers' search and discoverability of the vast onboard content. Additionally, Anuvu will help support and build upon Air Canada's existing relationships with many popular streaming brands. New content acquisitions, such as Moonbug (Cocomelon), will offer kids' TV content in both English and French, along with exclusive short-form content from various providers.

For more information about Anuvu's content and entertainment offering, visit anuvu.com.

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About Anuvu

Anuvu connects and entertains the world's passengers. Our award-winning content and connectivity solutions are reliable, scalable, and tailored to our customers' brands and service objectives. With a flexible and agile approach, we maximize the technology available today, while optimizing for tomorrow.

Some of the most experienced professionals in the industry lead our teams and this, together with our long-standing client relationships, means we never stand still.

Anuvu. Let Innovation Move You.

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About Air Canada

Air Canada is Canada's largest airline, the country's flag carrier and a founding member of Star Alliance, the world's most comprehensive air transportation network. Air Canada provides scheduled service directly to more than 180 airports in Canada, the United States and Internationally on six continents. It holds a Four-Star ranking from Skytrax. Air Canada's Aeroplan program is Canada's premier travel loyalty program, where members can earn or redeem points on the world's largest airline partner network of 45 airlines, plus through an extensive range of merchandise, hotel and car rental partners. Through Air Canada Vacations, it offers more travel choices than any other Canadian tour operator to hundreds of destinations worldwide, with a wide selection of hotels, flights, cruises, day tours, and car rentals. Its freight division, Air Canada Cargo, provides air freight lift and connectivity to hundreds of destinations across six continents using Air Canada's passenger and freighter aircraft. Air Canada aims to achieve an ambitious net zero emissions goal from all global operations by 2050. Air Canada shares are publicly traded on the TSX in Canada and the OTCQX in the US.

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