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GOL Appoints Anuvu to Redefine Inflight Entertainment Experience



The leading Brazilian airline selects Anuvu to deliver premium content and refresh its inflight entertainment offering for a seamless, end-to-end experience.

LOMBARD, IL, FEBRUARY 17, 2026 – [Anuvu](#), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity, has been selected by GOL Linhas Aéreas as its new strategic partner to redefine its inflight

entertainment offering.

From January 2026, the companies will work together to elevate the end-to-end inflight entertainment experience, improving quality and delivery by leveraging Anuvu's unique content partnerships, extensive entertainment portfolio and technical services teams. GOL passengers will enjoy a richer, more premium library of TV, film and exclusive partnership content from Anuvu including Formula 1 and HBO Max.

Estibaliz Asiain, EVP Media & Content, Anuvu said "GOL has always been a true pioneer in aviation in Brazil and Latin America. We're thrilled to support their next chapter by delivering a much-improved content library and more options for their customers to enjoy while onboard. Our teams have already collaborated on a flawless transition to Anuvu, executed with zero service interruption and immediate improvement in product quality and reliability."

Since its founding in 2001, GOL has been committed to democratizing aviation in the country, entering the market with an efficient fleet that allowed it to focus on operational excellence and innovations, such as digital check-in, which facilitated the customer experience. Celebrating its 25th anniversary, GOL continues bringing innovations to its passengers. The partnership with Anuvu allows the Company to elevate the GOL Online experience to the next level.

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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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