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Anuvu Announces Content Partnership with Bear Grylls' BecomingX Series



Anuvu's aviation and maritime clients will have exclusive access to BecomingX films, featuring the world's most inspiring and iconic people

LOS ANGELES, November 7, 2023 - [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announces it has entered into an exclusive content partnership with learning and development company [BecomingX](#), co-founded by survival expert and television personality, Bear Grylls.

BecomingX was set up to help create a world where everyone can realize their potential and specializes in producing educational films featuring some of the world's most inspiring people. The agreement, which brings all of BecomingX's films to Anuvu's airline and maritime clients, features icons such as Oscar winner Julia Roberts, the first African American female Fortune 500 CEO Ursula Burns, and former president of South Africa and Nobel Peace Prize winner F.W. de Klerk.

Anuvu and BecomingX will be contributing 20 percent of the sales revenue to the BecomingX Foundation, an independent education charity, which aims to deliver BecomingX's mission in underserved communities and lower-income countries.

"We are proud to support BecomingX's passion for inspiring the next generation, led by the

legendary Bear Grylls, a common figure on our inflight screens,” said Anuvu VP Content Licensing & Distribution, Simon Cuthbert. “We’ve seen a growing demand for inspiring, thought-provoking content while onboard and BecomingX’s films are designed to engage both children and adults. Plus, an airline’s inflight entertainment budget will now partly contribute to helping educate children around the world, which is an added bonus that we are proud to be part of.

“Our partnership with Anuvu gives travelers access to our inspiring films, helping to demystify what it really takes to succeed and ultimately giving more people the confidence to follow their dreams,” said Bear Grylls, Co-Founder of BecomingX.

“We’re thankful to find a partner like Anuvu who understands our vision and supports BecomingX’s social impact efforts. We’re grateful to all the incredible people that have shared their stories and advice for BecomingX, and we look forward to seeing our films on screens both in the air and at sea,” added Paul Gurney, Co-Founder and CEO of BecomingX.

This is the fifth exclusive brand partnership Anuvu’s dedicated partnerships team has brought its customers in 2023, adding to the library of non-traditional partners exclusively available to the company. BecomingX films will be available to Anuvu customers from January 2024.

For more information about Anuvu’s content and entertainment offerings, please visit anuvu.com

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About Anuvu

Anuvu’s team of global experts provides connectivity and content for markets on the move, including airlines, cruise lines, and mission-critical maritime, energy and government services.

We connect and entertain the world’s passengers, reaching any aircraft and any vessel around the globe. Our award-winning content and connectivity solutions and services are reliable, scalable, and affordable, 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 BecomingX

[BecomingX](#) was set up with a singular purpose, to create a world where everyone can realize their potential. It does this through creating films with the world’s most inspiring and

iconic people, developing inspiring education content to help people learn the skills at attitudes to thrive and through its registered charity [BecomingX Foundation](#), set up to deliver BecomingX's mission in lower-income countries and underserved communities. BecomingX is 'B Corporation', certified to meet the highest social and environmental standards. It has been awarded 'Best for the world' status and is the highest scoring education company in the UK.

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