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Anuvu Signs Content Partnership with Ethiopian Airlines

The new partnership will deliver diverse and local content to elevate Ethiopian Airlines' passenger experience.



LOS ANGELES, JUNE 20, 2024 - [Anuvu](#), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity is today announcing a new agreement with Ethiopian Airlines, the flag carrier of Ethiopia, to provide inflight entertainment services starting in May 2024.

This new partnership comes in response to Ethiopian's rapid expansion and goal to elevate their onboard experience. Anuvu will provide the airline with a bespoke selection of over 600 movies and TV shows, bringing a fully overhauled inflight entertainment offering to Ethiopian's passengers. Leveraging Anuvu's longstanding studio relationships and expertise in worldwide and African content acquisitions, Ethiopian will be able to showcase a diverse array of high-quality, global entertainment.

"As one of the fastest growing and largest airlines in the world, Ethiopian Airlines recognized the necessity of collaborating with a partner that could meet their needs today as well as their ambitions for the future," says Estibaliz Asiain, EVP Media & Content at Anuvu. "Anuvu

is the leading content service provider in the market and the only one with the resources to support Ethiopian's growth and vision. With dedicated content acquisition teams strategically located around the world, including Africa, we can cater to Ethiopian's various demographics and passenger interests. We are delighted to support Ethiopian Airlines while they continue to expand and elevate their passenger experience."

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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