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Anuvu and CNN Set Sail with Exclusive Cruise Media Partnership

This agreement connects cruise line passengers with exclusive, live global news coverage from CNN International, across the seas.

LOMBARD, IL, JULY 23, 2025 – [Anuvu](https://anuvu.com), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity, has signed an exclusive agreement with global news network CNN to bring the CNN International news channel, to cruise lines.

Starting in June 2025, this multi-year partnership will expand Anuvu's maritime entertainment offering, MTN-TV, to provide passengers with CNN International's award-winning, 24/7 worldwide news coverage, live, direct-to-cabin. With a global reach to over 375 million households and hotel rooms, CNN International will bring a familiar and trusted presence to cruise passengers, helping them stay informed and connected to the world around them.

"We're delighted to partner with CNN to bring their world-class journalism to the cruise market" said Bill Witiak, VP, TV & Broadcast Services at Anuvu. "As passenger expectations evolve, we're proud to deliver content that is trusted and globally recognized, enriching the onboard experience. This partnership reflects our commitment to agility, innovation, and keeping people connected, wherever they are in the world."

Industry reports project an estimated 37.7 million cruise passengers in 2025, rising to 42 million by 2028. With around 85% market share, Anuvu's MTN-TV is the leading entertainment service for the cruise line market, onboard more than 300 ships globally.

"This partnership with Anuvu will see CNN significantly increase the distribution of its flagship international news channel on cruise ships around the world", said Humphrey Black, VP Distribution at CNN International Commercial. "We are excited to be working with a partner who will bring such scale and that so many cruise line passengers will be able to stay updated and informed on US and world events during their travels."

For more information about the partnership 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.

Follow Anuvu on [LinkedIn](#) and [X](#) for further updates and insights or visit anuvu.com

[Source *2025 State of the Cruise Industry Outlook* report [here](#).]

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About CNN Worldwide

CNN Worldwide is the most honored brand in cable news, reaching more individuals on television and online than any other cable news organization in the United States. Globally, people across the world can watch CNN International, which is widely distributed in over 200 countries and territories.

CNN Digital is the #1 online news destination, with more unique visitors than any other news source. CNN's award-winning portfolio includes non-scripted programming from CNN Original Series and CNN Films for broadcast, streaming and distribution across multiple platforms.

CNN programming can be found on CNN, CNN International and CNN en Español channels, on the CNN Originals hub on Discovery+, on Max, and for pay TV subscription via CNN.com, CNN apps and cable operator platforms. Additionally, CNN Newsource is the world's most extensively utilized news service partnering with over 1,000 local and international news organizations around the world. CNN is a division of Warner Bros. Discovery.