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Anuvu Brings Its First Roku Original Film “Weird: The Al Yankovic Story” to Aviation and Maritime Markets



The deal offers exclusive access to the comedic biopic from The Roku Channel and continues to expand Anuvu’s streaming entertainment library

LOS ANGELES, February 1, 2023 – [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announced it will offer exclusive distribution of the Roku Original film “Weird: The Al Yankovic Story” for aviation and maritime markets globally.

“Weird: The Al Yankovic Story” is the first piece of Roku Original content that Anuvu has distributed. It was directed by Eric Appel and stars Critics Choice Award winner Daniel Radcliffe as the titular character. The film will be available for airline and maritime customer audiences starting in May 2023.

Anuvu obtained exclusive aviation and maritime distribution rights to this title as part of our broader strategy to curate unique high-quality content, partnering with streaming companies entering the mobility market.

"This film is a prime example of how Anuvu is bringing streaming content to travelers and

offering our customers greater diversity for their entertainment portfolios," said Simon Cuthbert, Anuvu VP Content Licensing and Distribution. "Roku's desire to provide unique streaming entertainment aligns with Anuvu's mission to provide our customers diverse and high-quality content."

Village Roadshow Entertainment Group (VREG) handles global distribution of the film, which Roku premiered in November 2022 following its introduction at the Toronto International Film Festival. The film was awarded two 2023 [Critics Choice Awards](#). Additionally, the film has been nominated for an "Outstanding Producer" award by the Producers Guild of America (PGA); Outstanding Directorial Achievement in Movies for Television and Limited Series by the Directors Guild of America (DGA); and best writing for TV & New Media Motion Pictures by the Writers Guild of America (WGA).

"We're pleased to partner with Anuvu to share this funny, warm, and remarkable movie with their aviation and maritime clients," said Jason Buckley, EVP, Worldwide Sales and Distribution for VREG. "We know people want to watch superb entertainment just as much when they travel as when they're at home. Anuvu recognizes this trend and we're excited to bring original media and content to travelers around the globe."

Airline and maritime clients interested in adding "Weird: The Al Yankovic Story" to their content lineup can contact entertain@anuvu.com to learn more. For additional information, visit anuvu.com.

About Anuvu

Anuvu's team of global experts effortlessly manage connectivity and content requirements for demanding mobility markets including airlines, cruise lines, and mission-critical maritime, energy and government applications. Through long-standing customer relationships, we have a proven track record for meeting our customers' needs, even as the world changes. Anuvu's flexible and agile approach enables us to adopt the newest technology to optimize our clients' experience and we take pride in maximizing the performance of today, while optimizing for tomorrow. Our goal is to provide our clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests. Through our intelligent leadership and innovation, Anuvu defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

Anuvu. Let Innovation Move You.

Follow Anuvu on LinkedIn and Twitter for further updates and insights.

About Roku

Roku is a registered trademark of Roku, Inc. In the U.S. and in other countries. Trade names, trademarks and service marks of other companies appearing in this press release are the property of their respective holders.

About Village Roadshow Entertainment Group

Village Roadshow Entertainment Group is a leading global entertainment company building premier, content-rich businesses in the entertainment industry. VREG employs innovative strategies to produce, acquire and deliver intellectual properties with timeless appeal, while maximizing group-wide strategic and operational efficiencies. VREG is the holding company

of Village Roadshow Pictures and Village Roadshow Television. Under its leadership by Vine Alternative Investments, Village Roadshow Entertainment Group diversified its portfolio to include financing and producing projects across multiple formats including film, television and digital.

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