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Anuvu Completes Major Contract Renewals with Two Leading Airlines

Cathay Pacific Airways and SAUDIA extend their partnerships with Anuvu to provide passengers with award-winning entertainment from major studios, independent content creators, and brand partnerships.

LOS ANGELES, August 08, 2023 – Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announced the renewal of its long-term contracts with two leading Skytrax airlines, Cathay Pacific and SAUDIA, to provide full inflight entertainment and content services.

Both airlines are increasing their content offering, including welcoming both Max and Disney® content onboard. Anuvu will also supply select entertainment from all the major studios, including NBCU, Paramount, Sony Pictures, Warner Brothers, Lionsgate, and A24, as well as optional independent studio offerings and partnership content such as Formula 1®.

“Cathay Pacific and SAUDIA are industry-leading airlines that have been recognized by Skytrax World Airline Awards for providing an excellent onboard experience, with Cathay Pacific being recently recognized for the Best Inflight Entertainment in the World by Skytrax,” said Estibaliz Asiain, Anuvu’s Senior Vice President, Media & Content.

“Anuvu’s airline customers understand the significance of cultural connection and personalized entertainment experiences, and our diverse range of content combined with unique expertise, advanced technology, and strong data ensures we can fulfill each client’s unique requirements.”

“We are thrilled with Anuvu's commitment to delivering a diverse range of content offerings, innovative technology, and strategic brand partnerships; which aligns perfectly with our goal of providing the best possible passenger experience. We look forward to continuing our partnership with Anuvu and bringing our customers the most exceptional inflight entertainment experience,” said Alvin Lai, Cathay Pacific’s Customer Experience Manager.

Anuvu’s content services include movies and entertainment from Hollywood blockbusters to independent studios. The company has a unique, dedicated brand partnerships team and is the market leader in independent distribution, ensuring award-winning titles from Hollywood, Asia and the Middle East are brought to airlines worldwide. Anuvu’s robust audio portfolio has a catalog spanning celebrity interviews, podcasts, albums, and audiobooks, and the company is the leading airline games supplier in the world.

For more information about Anuvu content and entertainment visit anuvu.com