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Alaska Airlines selects Anuvu as New Content Service Provider



The new partnership brings Anuvu's content curation expertise to Alaska Airlines for the first time

LOS ANGELES, JUNE 5, 2024 - [Anuvu](#), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity, is today announcing its new partnership with Alaska Airlines to provide full inflight entertainment and content services to the airline's guests. Anuvu will provide Alaska Airlines with a custom curated line-up of movies and TV shows and assist in brokering industry-leading licensing partnerships. Leveraging Anuvu's market leading cloud-based, fully automated supply chain, Open, Alaska Airlines will be able to usher in a new era of digitized content delivery. This guarantees faster access to fresh and diverse content catering to their guests' broad spectrum of tastes and preferences.

"We are incredibly proud to service Alaska Airlines. This partnership signifies our commitment to providing industry leading video, and boarding music programming, and acknowledges the need for quick and effortless digital delivery" says Estibaliz Asiain, EVP Media & Content at Anuvu.

“Alaska Airlines needed a trusted partner capable of delivering a seamless and risk-free guest experience and our capabilities in delivering high-quality content sets us apart from other CSPs in the industry. We are thrilled to bring world-class entertainment to Alaska Airlines passengers and look forward to supporting the airline as it continues to elevate its content offering.”

For more information about Anuvu’s content and entertainment services, 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

About Alaska Airlines

Alaska Airlines and our regional partners serve more than 120 destinations across the United States, the Bahamas, Belize, Canada, Costa Rica, Guatemala and Mexico. We offer our guests a premium flying experience with award-winning customer service and an industry-leading loyalty program, [Mileage Plan](#). With our fellow **oneworld** Alliance members and additional global partners, our guests have more choices than ever to purchase, earn or redeem on alaskaair.com across 30 airlines and more than 1,000 worldwide destinations. Learn more about Alaska at news.alaskaair.com and follow [@alaskaairnews](https://twitter.com/alaskaairnews) for news and stories. Alaska Airlines and Horizon Air are subsidiaries of Alaska Air Group.

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