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Anuvu Partners With LeadStory To Deliver Global News Curated For Inflight Audiences

This agreement brings global news content to airline passengers worldwide, curated with the inflight environment in mind.

LOMBARD, IL, OCTOBER 7, 2025 – [Anuvu](#) Distribution, the distribution division of Anuvu - leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity - has signed an exclusive agreement with LeadStory, the on-demand personalized news streaming platform.

From October 2025, Anuvu Distribution will add LeadStory's tailored news solution into its entertainment portfolio, delivering AI-filtered news from the biggest global publishers across the world in one curated feed. With the latest stories from CBS, CNBC, Reuters, Euronews, Bloomberg and more, airlines can now provide international news, in any language, limited to the topics they choose.

Unlike traditional news feeds, LeadStory's AI technology filters and translates content to individual airlines' requirements, creating a tailored and on-brand inflight experience. If desired, airlines can remove sensitive topics from passengers' newsfeeds, such as religion, geopolitics or aviation-related incidents, ensuring passengers stay connected to the world without being exposed to some unsettling or disruptive stories mid-flight. LeadStory's AI translation feature allows airlines to provide news content in any language, creating a more inclusive passenger experience.

"Partnering with LeadStory allows us to transform the way passengers consume news inflight" said David Horan, Content Acquisition and Partnership Manager, Anuvu Distribution. "Air travel should leave passengers feeling informed, not overwhelmed, and by working together, we're redefining how news is delivered onboard, making it smarter and more personal to every passenger's journey."

"Working with Anuvu allows us to expand our reach, bringing international news stories from global publishers to the skies." Said Cam Price, CEO, LeadStory. "We're delighted to work together to bring LeadStory to passengers across the world, creating an informed and intentional inflight experience".

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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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About LeadStory

LeadStory is an AI-powered, on-demand news streaming platform that delivers personalized video news tailored to individual user preferences. LeadStory partners with trusted publishers, to deliver multi-sourced, up-to-date news while giving users control over what they consume. Founded in 2021 by former Sky News journalist Cam Price and former UpGuard software engineer Cheyne Wallace, LeadStory is redefining how people engage with the news: personalized, trustworthy, and built for today's audiences.

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