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Anuvu Reflects on a Year of Resilience, Renewals and Growth

With the pandemic in the past, Anuvu reviews market changes and new opportunities for 2024 while reflecting on its 2023 growth.

LOS ANGELES, 14 December, 2023 – [Anuvu](#), the leading provider of connectivity and entertainment solutions for worldwide aviation, maritime, and non-theatrical markets, is today announcing the entertainment and connectivity trends that will shape how airline, cruise and other maritime customers are planning for 2024 and beyond.

2023 was the first year of normalized post-pandemic operations around the world, as Asian markets re-opened in 2022. Through 2023, mobility markets recovered with record volume of flights, passengers and cruise itineraries. To support its customers in meeting robust demand for onboard entertainment and connectivity, Anuvu invested in new content partnerships, next-generation connectivity links and industry-leading software-defined networking capabilities that are optimized for entertainment delivery over connected networks.

Anuvu recorded the highest-ever passenger usage of connectivity and entertainment on its aircraft and vessels. They experienced a surge in growth with eight new airline customers and 18 multi-year contract renewals in its Media and Content division, installed next-generation connectivity equipment on over 500 aircraft, and delivered LEO technology to more than 1,000 worldwide.

Through this growth, Anuvu has observed key trends that are shaping passenger and guest experiences. One notable trend is the increased desire for independent movies, episodic series and international content on both seatback and wireless IFE systems. Passenger engagement with exclusive podcasts, albums, and short form entertainment also materially increased during the year. In response, Anuvu signed over 150 partnerships for a more diverse range of content offerings, including select entertainment from all major studios, award-winning independent studios and popular streaming brands.

“2023 was a breakout year for our content curation and creative services”, says Estibaliz Asiain, Senior Vice President, Media & Content, Anuvu. “Our industry-leading technology allows us to increase our library and curation capabilities by orders of magnitude. Our unique combination of advanced cloud processing, programming creativity and diverse partnerships has driven both IFE renewals and new wins with top-tier global airlines. It is truly gratifying to see airlines recognizing the value of high-quality media and content to grow customer satisfaction.”

“At Anuvu, we pride ourselves in catering to a broad range of individual preferences in a changing landscape of passengers' complex content demands. We will continue to

announce new content partnerships and look forward to growing our relationships with new and existing clients in 2024 as we strengthen our curation and distribution capabilities.”

“The arrival of LEO kicked off a second wave of connectivity growth”, adds Mike Pigott, Executive Vice President, Connectivity, Anuvu. “In response to the evolving post-pandemic landscape, the industry transitioned from prioritizing widespread adoption to a focused effort on long-term value and upgradeability. That is why we’re building platforms and systems that give our clients the performance they need today while bringing together the best features, economics and capabilities to prepare them for tomorrow.”

For further information about Anuvu and its suite of in-flight entertainment and connectivity solutions, visit anuvu.com.

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About Anuvu

Anuvu’s team of global experts provides connectivity and content for markets on the move, including airlines, cruise lines, and mission-critical maritime, energy and government services.

We connect and entertain the world’s passengers, reaching any aircraft and any vessel around the globe. Our award-winning content and connectivity solutions and services are reliable, scalable, and affordable, 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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