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Anuvu builds Exclusive Partnership with the LEGO Group to Bring Animated LEGO Content to the Skies



This agreement brings beloved series from the LEGO Group to inflight entertainment, enriching family travel experiences globally.

LOMBARD, IL, January 21, 2025 - [Anuvu](#), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity, has signed an exclusive agreement with the LEGO Group, one of the world's leading children's brands. Starting in Spring 2025, this partnership will bring a wide selection of the LEGO Group's animated content to airline audiences worldwide, enriching Anuvu's renowned catalog of family and kids' entertainment.

With a lineup featuring both fresh and classic animated LEGO content, this collection includes new 2024 seasons of popular series like LEGO® NINJAGO®: Dragons Rising, LEGO® City: No Limits, LEGO® DreamZzz and LEGO® Friends: The Next Chapter, providing a gateway for children to immerse themselves with beloved LEGO characters and stories. This industry-first exclusive deal reinforces Anuvu's commitment to providing top-tier entertainment and expanding its role as a leading distributor of family-friendly content for airlines worldwide.

"The LEGO Group is one of the most recognized brands for children and families across the globe, and we're excited to be their exclusive partner in aviation," said Simon Cuthbert, VP, Content Licensing and Distribution at Anuvu. "This collaboration allows us to bring the magic

of LEGO storytelling to the skies, creating memorable and enriching inflight experiences for both children and families of all ages.

“We’re delighted to partner exclusively with Anuvu to bring the LEGO Group’s animated worlds to airline passengers around the globe,” said Ellie Turner, Associate Manager, Content Partnerships & Distribution at the LEGO Group. “This collaboration gives us an incredible opportunity to reach families in an entirely new setting, making travel more enjoyable and fun for children and their families. Together with Anuvu, we’re excited to deliver engaging, creative content that brings our beloved characters and stories to life for travelers everywhere.”

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 The LEGO Group

The LEGO Group’s mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean “Play Well”. Today, the LEGO Group remains a family-owned company headquartered in Billund. However, its products are now sold in more than 120 countries worldwide.

For more news from the LEGO Group, information about our financial performance and responsibility engagement, please visit www.LEGO.com/aboutus.