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Anuvu Partners with Moonbug Entertainment to Bring Original Content to Airline Passengers



The partnership brings CoComelon and other popular shows to young passengers

Los Angeles, CA, July 12, 2022 – [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announced it has signed a new content deal with Moonbug Entertainment, the award-winning global entertainment company behind some of the most popular kids' titles in the world. The partnership brings several of Moonbug Entertainment's most popular titles to airlines' youngest passengers, further bolstering Anuvu's extensive entertainment content catalog.

Anuvu and Moonbug Entertainment's newest onboard content includes Go Buster, Blippi, Little Baby Bum and fan favorite CoComelon, which features both traditional nursery rhymes and original children's songs. The new range of preschool-friendly media and content will be available for passenger viewing in July 2022 and is expected to be an immediate hit with young passengers, parents and caregivers.

"Anuvu is always looking for new and trending content to entertain even our youngest passengers," said Estibaliz Aisian, SVP Media & Content. "We are thrilled to partner with

Moonbug Entertainment to deliver premium content for preschool-aged passengers, a demographic that is often overlooked in the aviation industry. We are certain young travelers and their caretakers will enjoy fresh content.

Moonbug Entertainment has rapidly gained in popularity among consumers, amassing a global reach and averaging 7.5 billion monthly views on YouTube. Moonbug's content can be found on more than 150 platforms including YouTube, Netflix, HBO Max, Tencent, Youku and Roku. This partnership is an integral part of Anuvu's overarching strategy to deliver diverse, fresh, and premium content to airlines that is suitable for every passenger.

Airlines interested in adding Moonbug to their content lineup can contact Anuvu to learn more. For additional information, visit anuvu.com.

About Anuvu

Anuvu's team of global experts effortlessly manage connectivity and content requirements for demanding mobility markets including airlines, cruise lines, and mission-critical maritime, energy and government applications. Through long-standing customer relationships, we have a proven track record for meeting our customers' needs, even as the world changes. Anuvu's flexible and agile approach enables us to adopt the newest technology to optimize our clients' experience and we take pride in maximizing the performance of today, while optimizing for tomorrow. Our goal is to provide our clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests. Through our intelligent leadership and innovation, Anuvu defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

Anuvu. Let Innovation Move You.

Follow Anuvu on LinkedIn and Twitter for further updates and insights.

About Moonbug Entertainment

Moonbug Entertainment is an award-winning global entertainment company behind some of the most popular kids' titles in the world. Moonbug's lineup includes global sensations CoComelon, Blippi, Little Baby Bum, Little Angel, My Magic Pet Morphle, Supa Strikas, Go Buster, Playtime with Twinkle, Gecko's Garage, ARPO and many more.

Moonbug's shows are on more than 150 platforms globally, including YouTube, Netflix, Amazon Prime Video, Sky, Super RTL, BBC iPlayer, HBO Max, Tencent, Youku and Roku. The company's YouTube channels are viewed over 9 billion times on average every month globally and has more than 440m subscribers. Its portfolio currently stands at 29 IPs and 100+ brand partners and is available in 32 languages.

Moonbug is part of Candle Media, an independent, creator-friendly home for cutting-edge, high-quality, category-defining brands and franchises. By bringing together elite talent operating at the intersection of content, community, and commerce, it helps to position leading entertainment businesses for accelerated, sustainable growth in the current market and beyond. Candle is run by its Co-Chairmen and Co-CEOs, leading entertainment executives Kevin Mayer and Tom Staggs, and backed by investment capital from funds

managed by Blackstone's flagship private equity business.

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