

October 23, 2024



Anuvu Expands Inflight Content through Exclusive Partnership with Wild Vision



The industry-first agreement brings viral creator-led content to airline passengers worldwide.

DENVER, October 23, 2024 – Anuvu, a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity, has signed an exclusive agreement with Wild Vision Ltd., the emerging powerhouse in creator-led content. This exclusive partnership will bring viral content from global content creators to Anuvu's aviation and maritime clients, starting December 2024.

Today's airline passengers are more digitally connected than ever, making Wild Vision an ideal partner with its expertise in non-traditional entertaining content tailored to this tech-savvy audience. This collaboration enables Anuvu to offer a dynamic, ever-evolving media package, customized to meet the unique needs and demographics of each airline. Instead of providing static media libraries, Anuvu and Wild Vision will engage in personalized conversations with airline clients to curate content that truly resonates with their passengers to bring the world's largest creators like The Sidemen, Nick DiGiovanni, and Mark Wiens into the spotlight, offering fresh and engaging media.

"Recently we have been hearing from a wide range of customers the desire to have short form content onboard. A wider variety of nontraditional content that people experience on social media. We have been searching for a premium content partner that aligns with these current media trends," says Simon Cuthbert, VP of Content Licensing & Distribution at Anuvu. "This collaboration with Wild Vision allows us to tap into the growing demand for creator-led media in an innovative partnership that airlines have never had access to before. Not only will this diversify the entertainment offering but also open new advertising and influencer marketing opportunities. Anuvu is proud to search for content innovations such as this, bringing a new dimension of value to airlines' IFE content and hardware investments beyond simply entertaining."

"We're excited to bring fresh, up to date creator content to Anuvu's airline partners," says Laura Edwards, CEO of Wild Vision. "Our collaboration enables us to deliver creator-led content that passengers can enjoy and engage with during their flights, helping to expand the creators' global reach. We're thrilled to partner with a forward-thinking company like Anuvu to make this possible."

This partnership not only enhances the inflight entertainment experience but also reflects the shifting landscape of media consumption, where creator-driven content has become a dominant force. By embracing this trend, Anuvu and Wild Vision are enabling airlines to meet the evolving expectations of their passengers, delivering a more personalized and contemporary onboard experience.

For more information about Anuvu's content and entertainment offering, visit anuvu.com.

###

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 Wild Vision on [LinkedIn](#) Click here to enter text. for further updates and insights or visit anuvu.com

About Wild Vision

Wild Vision is a global content syndication agency specializing in connecting top-tier content creators with diverse platforms. Their core services include:

1. **Content Syndication:** Distributing high-quality creator content across a variety of platforms, including Facebook, Snapchat, Sky, Microsoft, Airlines (In-Flight Entertainment), and out-of-home screens.
2. **Creator Brand Growth:** Assisting creators in enhancing their personal brands by

broadening their reach and visibility through strategic partnerships and platform optimization.

3. **Platform Elevation:** Improving content quality and audience engagement on partner platforms they collaborate with, ensuring they benefit from fresh, premium content.

Wild Vision bridges the gap between creators and platforms, generating passive income for creators and empowering them to thrive and adapt in the ever-evolving digital landscape.