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# Anuvu Chosen by TUI to Provide Inflight Entertainment Services

*The partnership will deliver tailored, diverse content to meet TUI's varied passenger preferences.*

**LOS ANGELES, JUNE 11, 2024** - [Anuvu](#), a leading provider of worldwide entertainment solutions for mobility markets and high-speed inflight connectivity, is today announcing a new partnership with TUI, to provide the airline with inflight media and content services, starting in May 2024.

Anuvu will deliver a highly tailored entertainment package of over 400 hours of movies and TV content as well as leading games and audio content to TUI, leveraging cutting-edge data analytics tools to curate content that resonates with their diverse passenger base. Recognizing TUI's need for precise content decision-making, Anuvu will utilize its advanced 360 data suite to program entertainment options based on their individual passenger preferences.

"We are very excited to embark on this partnership," says Estibaliz Asiain, EVP Media & Content at Anuvu. "TUI has a very diverse and wide passenger base and needs a content service provider that understands the nuances of their varied tastes. Not only are we experts in curation, but we also have the tools to confidently meet their passenger preferences every cycle. We look forward to growing with TUI and enhancing their inflight entertainment strategy."

Jill Nye, Director of Customer, Cabin and Inflight Services at TUI Airline, adds: "We are delighted to partner with Anuvu to provide our customers with an engaging and diverse entertainment experience across our airline. Content is a key strategic asset for us, as it helps us to differentiate our service and delight our customers during their flight. Anuvu has shown us their commitment and expertise throughout the tender process, impressing us with their industry leadership, data-driven approach, and dedication to our specific needs. We are confident that Anuvu will help us take our inflight entertainment to the next level."

For more information about Anuvu's content and entertainment offering, visit [anuvu.com](https://anuvu.com).

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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.

Follow Anuvu on [LinkedIn](#) and [X](#) for further updates and insights or visit [anuvu.com](https://anuvu.com)

## **About TUI**

The TUI Group is one of the world's leading tourism groups and operates worldwide. The Group is headquartered in Germany. TUI Group offers its 19 million customers integrated services from a single source and forms the entire tourism value chain under one roof. The Group owns over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 16 cruise ships, ranging from the MS Europa and MS Europa 2 in the luxury class and expedition ships in the HANSEATIC class to the Mein Schiff fleet of TUI Cruises and cruise ships operated by Marella Cruises in the UK. The Group also includes Europe's leading tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, an airline with more than 130 modern medium- and long-haul aircraft and around 1,200 travel agencies. In addition to expanding its core business with hotels and cruises via successful joint ventures and activities in vacation destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a global tourism platform company.

Global responsibility for sustainable economic, environmental and social action is at the heart of our corporate culture. With projects in 25 countries, the TUI Care Foundation initiated by TUI focuses on the positive effects of tourism, on education and training and on strengthening environmental and social standards. In this way, it supports the development of vacation destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

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