

September 27, 2021



Anuvu Brings Record-Breaking Film “Hi, Mom” Onboard with Exclusive Worldwide Rights Outside of Mainland China

A leader in inflight entertainment content, Anuvu continues to expand and diversify its global entertainment content for airline customers

Los Angeles, CA, September 27, 2021 – [Anuvu](#), the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announced it has obtained the exclusive worldwide inflight distribution rights for China’s record-breaking film “Hi, Mom.”

The critically acclaimed film, written and directed by lead actress Jia Ling, one of China’s top female comedians, will be available for passengers to enjoy in January 2022. “Hi, Mom” has grossed over \$822 million USD at the box office, making it China’s [highest-grossing film of 2021](#), the [second-highest-grossing non-English film](#) of all time, and the highest-grossing film by a solo female director.

“Hi Mom” trends with Anuvu’s increasingly unique inflight entertainment options, as the company delivers to airline partners strategically curated global content to meet their passengers’ diverse and sophisticated tastes.

“As a leading provider of entertainment and high-speed connectivity solutions, we are thrilled to expand our first-in-class entertainment by obtaining the exclusive rights to ‘Hi, Mom’, a cross-cultural runaway that is transcending cultural barriers and sparking a national conversation,” said Anuvu’s Terri Davies, SVP Content & Media Services.

“Audiences are seeking out culturally relevant and more diverse content, and our media acquisitions team is scouring and securing top-tier cinema options from local and worldwide markets for our customers. We are delighted to support an emerging female director and enable our customers to offer a unique entertainment experience,” continued Davies.

A heartwarming story about the love between a daughter and her mother, “Hi, Mom” follows Ling, a young Chinese woman who time-travels from 2001 to 1981 and becomes friends with her late mother, embarking on a journey of self-discovery and understanding. The film is the latest addition to Anuvu’s entertainment catalog and follows the acquisition of the worldwide inflight distribution rights to critically acclaimed independent films “Minari” and “First Cow” earlier this year.

“I’m excited to be working with Anuvu again on the exclusive inflight worldwide rights to ‘Hi, Mom’,” said Owen Young, CEO of Tiger Pictures Entertainment. “The company has been a longtime supporter of works by independent creators and it’s been an honor working with them on the acquisition. I look forward to seeing how the film is received by international audiences.”

Carriers seeking to elevate their passengers' travel experience can contact Anuvu or their content service provider (CSP) For more 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 Kite Hill

Contact:

Kite Hill PR for Anuvu

Bridget Callahan

anuvu@kitehillpr.com