

Anuvu Extends Long-Term Agreements with Cathay Pacific and SAUDIA

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Anuvu has announced that the company has renewed its long-term in-flight entertainment and content services contracts with Cathay Pacific and SAUDIA.

The increased offering for the carriers will include both Max and Disney content and Anuvu will also supply select entertainment from all the major studios such as NBCU, Paramount, Sony Pictures, Warner Brothers, Lionsgate and A24.

The airlines are also offered optional independent studio and partnership content such as Formula 1.

“Cathay Pacific and SAUDIA are industry-leading airlines that have been recognised by Skytrax World Airline Awards for providing an excellent onboard experience, with Cathay Pacific being recently recognised for the Best Inflight Entertainment in the World by Skytrax,” said Estibaliz Asiain, Anuvu’s Senior Vice President, Media & Content.

“Anuvu’s airline customers understand the significance of cultural connection and personalized entertainment experiences, and our diverse range of content combined with unique expertise, advanced technology, and

strong data ensures we can fulfil each client’s unique requirements.”

“We are thrilled with Anuvu’s commitment to delivering a diverse range of content offerings, innovative technology, and strategic brand partnerships; which aligns perfectly with our goal of providing the best possible passenger experience. We look forward to continuing our partnership with Anuvu and bringing our customers the most exceptional inflight entertainment experience,” said Alvin Lai, Cathay Pacific’s Customer Experience Manager.

