

Anuvu Secures Exciting Deal to Offer Formula 1 In-Flight Entertainment

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Anuvu, an inflight connectivity and entertainment provider, has reached an agreement with Formula 1 to offer aviation and maritime customers content from the popular motorsport events. Anuvu customers will now be able to give passengers access to content that includes season reviews dating to 1981, along with documentaries such as ‘Vettel: More than a Champion’ and shows such as ‘Beyond All Limits,’ featuring F1 drivers Lewis Hamilton and Max Verstappen.

During 2022, Anuvu trialled Formula 1 related content with one of Asia’s largest airlines, and the company reports that data shows it was the most-viewed entertainment in the airline’s IFE catalogue during the trial period.

“With streaming services so readily available, travellers are constantly looking for new content, and with Formula 1’s surging fan base we feel this sport is a natural fit with our customers given that many people coordinate travel around for the races,” said Estibaliz Asiain, Anuvu’s SVP for media and content.

The 2023 Formula 1 season runs through to 26th November. Customers interested in adding Formula 1 content to their entertainment library from September 2023 can contact Anuvu to learn more.

