
AirFi launches premium content packages for airlines

By **Rick Lundstrom** on April, 24 2017 | Connectivity & Satellites



[AirFi](#) and [West Entertainment](#), a Los Angeles-based boutique content service provider founded by Rick Warren and Kate Groth, have collaborated to tailor an offering of premium movies and television content to airline customers.



From the offering, the partners say airlines can build their own packages of content based on passenger demographic, budget, content renewal cycles, viewing data, or other criteria.

“AirFi encouraged us at West Entertainment – as well as the wider international content community – to collaborate and find new ways to keep pricing as lean as possible for even their smallest airline fleet operators. We examined ways to supply without the need for DRM protection where possible, thus avoiding the hassle of airlines having to introduce native apps for passengers to view the content onboard. We’ve been delighted with the response.” said Kate Groth, Vice President Everything, West Entertainment, in today’s announcement.

Job Heimerikx, CEO AirFi added: “Having now grown to 30 airline clients, we’re even more dedicated to keeping the AirFi passenger experience the best in the industry. That means considering all demographics, regions, languages and technologies. We can now offer a full suite of international entertainment options, sourcing premium content from leading movie studios, TV distributors, online news & entertainment platforms and digital publishing houses. As ever, it is also our mission to translate this into simplified and highly competitive pricing.”

In recent months, AirFi secured formal security approval from a number of key IFE content suppliers, including major and independent Hollywood studios and TV distributors. Increasingly, these content sources are providing their premium content to AirFi without DRM (digital rights management) or by using AirFi’s “app-free” technology, where DRM is required.

Packages now offer new release and classic feature films, top-rated television box-set and catch up series - where comedies, dramas, documentaries and kids programming feature highly.

“We based our new Premium Content offer on three simple tiered-pricing levels that start as low as €500 per package per aircraft per month,” says Heimerikx. “We can then flex these to meet individual airline requirements. Over half of our client base immediately responded with requests for proposals

and our first Premium Content customers go live in May this year," he adds.