
Movie offering on Emirates hits four figures

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The airline's film catalog has been expanded to more than 2,000 hours of programming

Emirates this week announced it is adding more film choices on its *ice*, inflight entertainment system, reaching a new milestone by offering more than 1,000 movies.

The films join a selection of TV box sets and music giving passengers more than 3,500 channels of on demand entertainment.

The expanded film catalog offers more than 2,000 hours of entertainment that the airline said would take 119 trips on the world's longest A380 flight from Dubai to Auckland to complete. It is available on more than 80 aircraft and includes more than 500 Hollywood hits and 600 world movies. Emirates buys content from every major movie market worldwide and offers films in 44 languages.

"Traveling on Emirates has always been centered on an unmatched customer experience. We're proud to offer the greatest entertainment choice ever seen in the sky, with probably more choices than most people have at home! We want to create a better-than-home experience when you fly Emirates, with the latest and best movies, great TV and a huge music selection," said Patrick Brannelly, Emirates' Divisional Vice President, Customer Experience (IFEC).

Each month more than 100 movies are added to the system with selections ranging from all time classics like 1939's *The Wizard of Oz* and *Gone with the Wind* to 2018 blockbusters *Jurassic World: Fallen Kingdom* and *Ocean's 8*. *ice* also offers more than 25 feature length documentaries - the most popular on board at the moment include *Eric Clapton - Life in 12 bars* and *The Final Year* about Barack Obama's last year in office. Last month, the airline launched its own Food and Wine Channels on *ice* giving customers a behind-the-scenes look at how it creates its onboard menus and works with its global partners.

For children, 75 Disney, Marvel, and children's movies on more than 50 TV channels, including [Cartoon Network](#), [Nickelodeon](#), [CBeebies](#) and the [Disney Channel](#).

Emirates has continually invested in upgrading its inflight entertainment systems and was the first airline in the world to offer in-seat TV screens in all classes in 1992. Today, Emirates offers the industry's largest in-seat screens in all classes at up to 13.3 inches wide in Economy Class, 23 inches wide in Business Class and 32 inches in First Class. The viewing experience in First Class was recently enhanced with [Bowers & Wilkins](#) Active Noise Cancelling E1 headphones created exclusively for Emirates.

In addition to the widest selection of movies in the air, *ice* has over 325 TV channels packed with award-winning TV series including major new dramas *Killing Eve*, *Succession* and *The Terror*, through to hit comedies such as *Atlanta* and *Big Bang Theory*, a music collection, over 100 games, expert-led LinkedIn Learning courses and uTalk language courses offering lessons for beginners. Emirates and Dubai Future Foundation have also partnered to feature the Dubai Talks series on *ice* featuring insights from leading thinkers such as author Malcolm Gladwell, former Chief Scientist at NASA Dr. Ellen Stofan and artist will.i.am.

Over 170 aircraft are equipped with live TV featuring sports events including the Champions League, NBA and most recently golf's Ryder Cup, as well as news channels from CNN, BBC World, Al Arabiya and NHK. Wi-Fi is available on over 99% of the Emirates fleet and customers across all cabins can enjoy 20MB of free data.