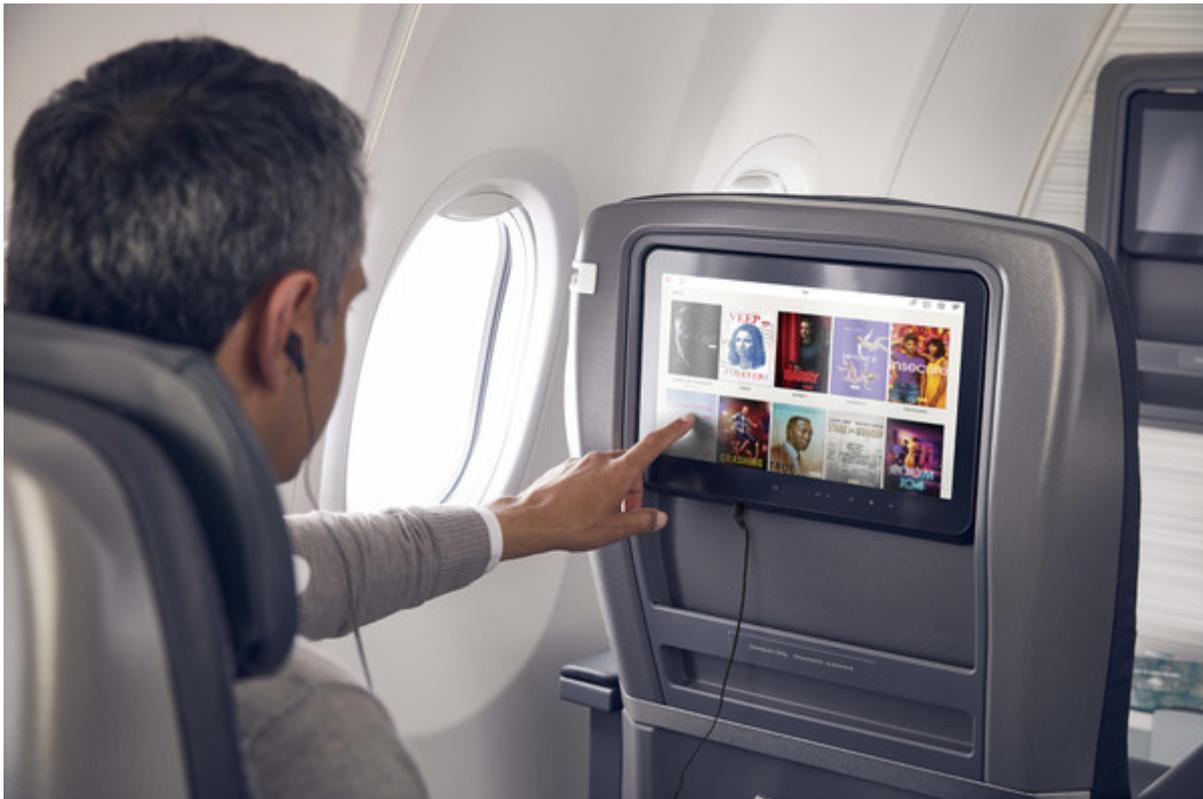


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# Air Canada expands IFE with Crave, Stingray partnerships

By **PAX International** on June, 24 2019 | Inflight Entertainment



Air Canada's IFE system now has a new, easier-to-use interface that is available in 15 languages

[Air Canada](#) announced on June 20 that it has partnered with Bell Media's [Crave](#) and audio service [Stingray](#) to expand its inflight entertainment selection.

The new content selection will increase inflight entertainment options by 50 percent on certain aircraft types, including many of its wide-body 777s and 787s, as well as [Air Canada Rouge](#)'s A319s, A321s and 767s.

Premium Crave content, including *Vida* and *The Girlfriend Experience* from STARZ, SHOWTIME's *Billions*, *Ray Donovan*, and *The Affair*, the Crave original comedy *Letterkenny* and Comedy Central's *Broad City*, is now available for much of Air Canada's passengers to enjoy. Stingray is providing a wider range of music content, such as concerts and music documentaries, music video playlists, artist interviews, award show coverage and Stingray Ambiance, featuring relaxing videos of gorgeous destinations set to soothing soundtracks.

On Air Canada's mainline, Stingray audio content will be available in a variety of genres, including pop, country, hip-hop and wellness. Air Canada customers can also take advantage of a special introductory offer: a free three-month trial of Stingray Music, using promotional code "AirCanada" (no\_1

quotes) at [www.stingray.com/promo](http://www.stingray.com/promo) until the end of September.

Andrew Yiu, Vice President of Product at Air Canada, commented in a press release from the carrier: "Recently, Air Canada was voted the Best Airline for Onboard Entertainment by readers of *Global Traveler* yet Air Canada's commitment to service excellence demands that we continually elevate the customer experience. For this reason, we are pleased to announce new partnerships with Crave and Stingray that will significantly enrich our video and music offerings. Air Canada will be the only carrier to offer full seasons of Crave programming, while music lovers will be able to enjoy a much wider array of songs and genres from top artists through Stingray.

"Additionally, Air Canada is significantly boosting the selection of movies and television shows it currently offers on its newest mainline wide-body and narrow-body aircraft types. These upgrades will give customers, including those on our longest flights, greater choice than ever before, with access to full season boxsets of shows such as *How I Met Your Mother*, full collections of movie franchises including *Harry Potter* and the *Matrix*, more new releases from Disney and expanded content from HBO. To help customers select and manage their entertainment options, we are also progressively introducing a new user interface that will be easier to navigate and available in 15 languages."

More content will also come to Air Canada's A330 fleet with the addition of upgraded servers in late 2019.