
British Airways brings HBO to the skies

By **Tanya Filippelli** on April, 4 2014 | Inflight Entertainment



British Airways customers on long-haul flights will be entertained with the offerings of a new channel.

HBO is a globally recognized brand known for critically acclaimed hits such as Game of Thrones, Boardwalk Empire, True Blood, Girls, True Detective, Looking and Curb Your Enthusiasm – all of which will be shown on flights.

The new channel, featuring a number of movies along with blockbuster series, will be refreshed frequently to keep up to date.

“We’re excited to be the first airline in the UK to have a dedicated HBO channel, offering more entertainment options than ever before,” Richard D’Cruze, British Airways’ in-flight entertainment manager. “We know that our customers value the opportunity to catch up on the latest TV and films during their trips.

“We’ve recently seen a trend for ‘binge-watching’ on flights, with customers viewing back-to-back episodes of a TV series to keep up to date or simply catch up. With so many popular programs on HBO, we know this will be a real winner with our frequent fliers,” D’Cruze added.

British Airways works with entertainment experts Spafax to offer customers hundreds of hours of the latest Hollywood blockbusters, classics and world films.

It has also extended its inflight entertainment programming, so that customers can watch TV and movies from the moment they board, to the minute they land, on long-haul flights.

For movie lovers that like to plan ahead, ba.com/highlifeentertainment allows British Airways customers to plan their entertainment before they fly, previewing playlists of audio, TV and film on board.

British Airways is investing more than £5 billion in new aircraft, smarter cabins, elegant lounges, and new technologies to make life more comfortable in the air and on the ground.