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# Emirates launches 'ice TV Live' with tech partner Panasonic

By **Maryann Simson** on February, 12 2013 | Inflight Entertainment



Emirates has launched 'ice TV Live' as part of its on-going efforts to provide the latest in on-board entertainment. [ice TV Live](#) offers passengers four TV channels to select from: BBC World News in English, BBC Arabic, Euronews and, for sports fans, Sport24 - a channel dedicated to major sports events around the world.

A major sponsor of renowned global sporting events, [Emirates](#) says that it recognizes the power of sport and its ability to connect people from around the world. A dedicated channel which provides coverage of major sporting events is a key part of the TV channel line-up.

February's Sport24 highlights include English Premier League and Bundesliga football matches. Coverage of more events will be announced soon, but the carrier says that 2013 will feature coverage of the Australian Open, Wimbledon, US Open Tennis, ATP Tour Masters 1000 Series, ATP World Tour Finals, US Open Golf, and the British and Irish Lions Tour. In line with this week's announcement of a five year agreement appointing Emirates as a Global Partner of Formula 1® starting with the imminent 2013 season, ice TV Live will also include coverage of Formula 1 racing.

"Installing the type of satellite communication that allows live TV on an aircraft is no easy feat," explained Adel Al Redha, Emirates Executive Vice-President of Engineering and Operations. "Emirates continues to enhance the features of its inflight entertainment system with its partner Panasonic."

The ice TV Live channels will complement the full range of Emirates entertainment and communications options. Emirates was the first airline to introduce usage of GSM telephone on its aircraft and expanded this to the use of Wi-Fi and now live TV channels. With this latest addition, Emirates now offers Wi-Fi on 32 aircraft including all A380s, plus mobile phone use on 98 Boeing 777,<sub>1</sub>

Airbus A330-200, A340-300/500 and A380 aircraft.