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# IFE Services enhances position as leader in African market

By **Maryann Simson** on March, 20 2013 | Inflight Entertainment



Inflight entertainment provider, IFE Services, has announced that it is supplying Emirates with a broad selection of African movies.

The movies, which include titles from Nigeria, South Africa, Kenya and other regions of Africa, will play on Emirates' in-flight entertainment system, *ice* (information, communications and entertainment). IFE Services will manage all digital encoding requirements for the onboard delivery of the movies.

According to IFE Services, the African movie industry is thriving currently with Nollywood, the Nigerian film industry, now the second largest producer of films in the world in terms of the number made. The movie sectors of many other African countries are also in excellent health with an increasing number of high quality productions being made year on year.

IFE Services claims to be the leading IFE content service provider in emerging markets, enjoying significant growth in Latin America, the Middle East, Africa and Asia over the past 12 months.

"It's a great privilege to be supplying Emirates with content for their excellent *ice* system," said Andy McEwan, CEO of IFE Services. "We look forward to working closely with their team on this and future projects."