
JAL signs new deal with Spafax

By **Rachel Debling** on June, 10 2019 | Inflight Entertainment



[Spafax](#) has been selected by [Japan Airlines](#) (JAL) for the airline's short-form onboard content selection, including TV shows, documentaries and compilations.

Ryoichi Ikeda, President at JAL Brand Communications, said in a press release: "This is the first time in over a decade we announce a new inflight entertainment partner. We are impressed with Spafax's proven track record of content delivery and I'm confident they will help us bring a fresh perspective on entertainment for our passengers."

Niall McBain, Chief Executive at Spafax, also commented: "All eyes will be on Japan with the upcoming Tokyo 2020 Olympic and Paralympic Games and we're thrilled to help Japan Airlines elevate its onboard experience and deliver a top notch service to their passengers."

The Japanese Transport Ministry is anticipating upwards of 40 million foreign visitors in the lead-up to the 2020 Games, according to Spafax.

The project will be managed out of Spafax's Hong Kong office and supported by its teams in London and Southern California. The first content cycle for the airline is due by August 2019.