
JetBlue adds Major League Baseball to sports programming

By **Rick Lundstrom** on July, 10 2015 | Inflight Entertainment



JetBlue yesterday announced a new partnership with MLBAM, the interactive media and Internet company of Major League Baseball, that will give JetBlue passengers free in-flight access to MLB.TV on their laptops and supported smartphones and tablets through the MLB.com At Bat mobile app.

The agreement brings free, Internet streaming of live regular season baseball for the first time, and adds to JetBlue's expanding catalog of onboard entertainment delivered over Fly-Fi, its broadband Internet service.

JetBlue customers traveling in the contiguous United States on Fly-Fi equipped aircraft will have complimentary access to MLB.TV, which offers more than 2,500 live and archived games on demand per season. JetBlue customers will receive free access while in flight through "The Hub," JetBlue's Fly-Fi content portal. For the first time ever, customers using Fly-Fi Hub can catch any regular season game being played by any of MLB's 30 teams at any time.

"Launching MLB.TV is a home run for our customers who are getting more free entertainment than ever included in their JetBlue flights," said Jamie Perry, vice president brand and product development.

MLB.TV becomes the first live sports property to join JetBlue's list of brands offering content on JetBlue flights including Amazon Prime streaming entertainment (coming soon), *The Wall Street Journal*, PBS, NatGeo, Vice, Harper Collins and *Time*, Inc. among others.

"With free in-flight access to MLB.TV on their personal devices, JetBlue customers will now be able to watch live MLB games while traveling," said Kenny Gersh, Executive Vice President, Business, MLBAM. "It's this type of innovative partnership with an innovative airline in JetBlue that symbolizes our constant drive to expand distribution of games, giving our fans access to live baseball in new ways. This is perfect match partnership baseball fans will love."

Fly-Fi Hub content features DIRECTV® programming and more than 100 channels of SiriusXM® radio on every aircraft. JetBlue's sports programming includes ESPN, ESPN2, ESPNNews, ESPNU, NBC Sports, Fox Sports 1 and NFL Network.