
LATAM launches anime channel as part of IFE

By **Jane Hobson** on September, 10 2019 | Inflight Entertainment



[LATAM Airlines Group](#) has partnered with Global Entertainment and media agency [Spafax](#) to bring anime content to its inflight entertainment options.

The airline is the first in South America to offer anime content and will feature a total of 10 hours of the Japanese animations through a partnership with LA-based [Toei Animation Co.](#) and distributor [Televis Entertainment](#). Passengers will be able to watch series including *Captain Tsubasa*, *Robotech*, *Saint Seiya*, *Digimon*, *Dragon Ball Z* and *Sailor Moon*, starting September 2019.

Santiago Edelberg, Spafax IFE Account Director for Latin America, said in today's statement, "We are always on the lookout for market trends on behalf of our clients and the audience for anime content continues to grow. We're thrilled to help LATAM be the first airline group in the region to launch its own anime channel."

"As Latin America's leading airline, we aim to anticipate our clients' inflight entertainment interests. Spafax helps us to select an engaging mix of content that will resonate across our varied passenger demographic and the anime channel is a superb addition for all ages," Serio Lazzeri, Head of Inflight Experience at LATAM, said in the statement.

The Spafax team is in Los Angeles at the 2019 APEX Expo, booth 2001, from September 9 to 12.