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# Austin City Limits coming to American Airlines

By **Rachel Debling** on April, 23 2018 | Inflight Entertainment



Coldplay © KLRU photo by Scott Newton

The popular PBS program [Austin City Limits](#) is being brought on board [American Airlines](#) in the form of a specially branded video channel, thanks to media agency Spafax.

A wide variety of artists and genres will be showcased on the channel, which will feature eight episodes each month. Passengers will be able to enjoy the music of superstars such as Coldplay, Ed Sheeran, Food Fighters and Radiohead.

The partnership extends outside of the cabin as well: American Airlines is The Official Airline Partner of season 43 of Austin City Limits; the airline was also sponsored the series' Hall of Fame New Year's Eve episode which honored Roy Orbison, Rosanne Cash and The Neville Brothers.

American will also act as a National Underwriter for the upcoming TV premiere of A Song For You: The Austin City Limits Story, a documentary directed by Keith Maitland.

Emma Gunn, Director, Programme Acquisitions & Content Partnerships at Spafax, said in a statement: "We're always in search of unique content partnership opportunities for our clients. Both American Airlines and Austin City Limits have set a strong precedent for entertainment in their respective

industries and we're thrilled to bring both of these Texas-based brands together."

"We're continuously looking to partner with brands that will engage and delight our passengers," Megan Worley, Manager, Brand Actions, at American Airlines, also noted. "Austin City Limits is a superb addition to our inflight entertainment, curated by Spafax, and will surely resonate with music lovers of all ages flying American."

Austin City Limits General Manager Tom Gimbel said: "Inflight entertainment makes a meaningful difference in the travel experience and American Airlines is leading the industry in bringing great new entertainment options to its customers. We're thrilled to be able to present great Austin City Limits live music performances to American Airlines passengers. These are some of the best episodes in our 43 year history. As the world's largest airline, American Airlines offer a brand visibility of the highest caliber and we're delighted at the opportunity to entertain its passengers with a program lineup that is fresh and exciting."

Plans are underway to make the series available to a wider inflight market next year.