

# Panasonic extends agreement with IMG for sports

[Panasonic Avionics Corporation](#) and [IMG](#) have agreed to extend and expand their long-standing relationship to deliver live sports content to airline customers.

The companies have signed an agreement giving Panasonic Avionics all international in-flight rights to Sport 24 and Sport 24 Extra, the world's only global live sports channels. Airlines that offer Sport 24 and Sport 24 Extra will be able to connect their passengers to live sporting events from around the world with live content available in real-time.

Panasonic Avionics will exclusively provide IMG's Sport 24 and Sport 24 Extra channels, to any airline, regardless of the in-flight entertainment system or connectivity network they use.

"There's nothing quite like the power of live sports, and we are pleased to work with IMG to deliver the world's most exciting sporting events to airline passengers," said Andrew Mohr, Vice President of Digital Solutions and Services at Panasonic Avionics Corporation. "Watching sports live in-flight creates unforgettable moments, and we're delighted to be able to exclusively provide this service to airlines no matter which connectivity network they are using."

"This new deal also conveys the confidence both parties have in the recovery of the airline industry post the pandemic, especially now that vaccines are being rolled out around the world," said Richard Wise, Senior Vice President, Content and Channels, IMG Media.

Sport 24 will supply in-flight coverage of the UEFA Champions League, Premier League, NFL, NBA, NHL, Tennis Grand Slams, Golf Majors and the Ryder Cup, the NRL, and other live-action events.

It broadcasts 24-hours a day year round, connecting passengers more than 16 hours of premium live content each day. Over 30 different global sports leagues, federations and unique events will be shown in 2021, including the Tokyo 2020 Olympics and UEFA Euro.

As part of the agreement, Panasonic Avionics and IMG intend to work together to develop new sports content offerings that could be made available under the Sport 24 umbrella.