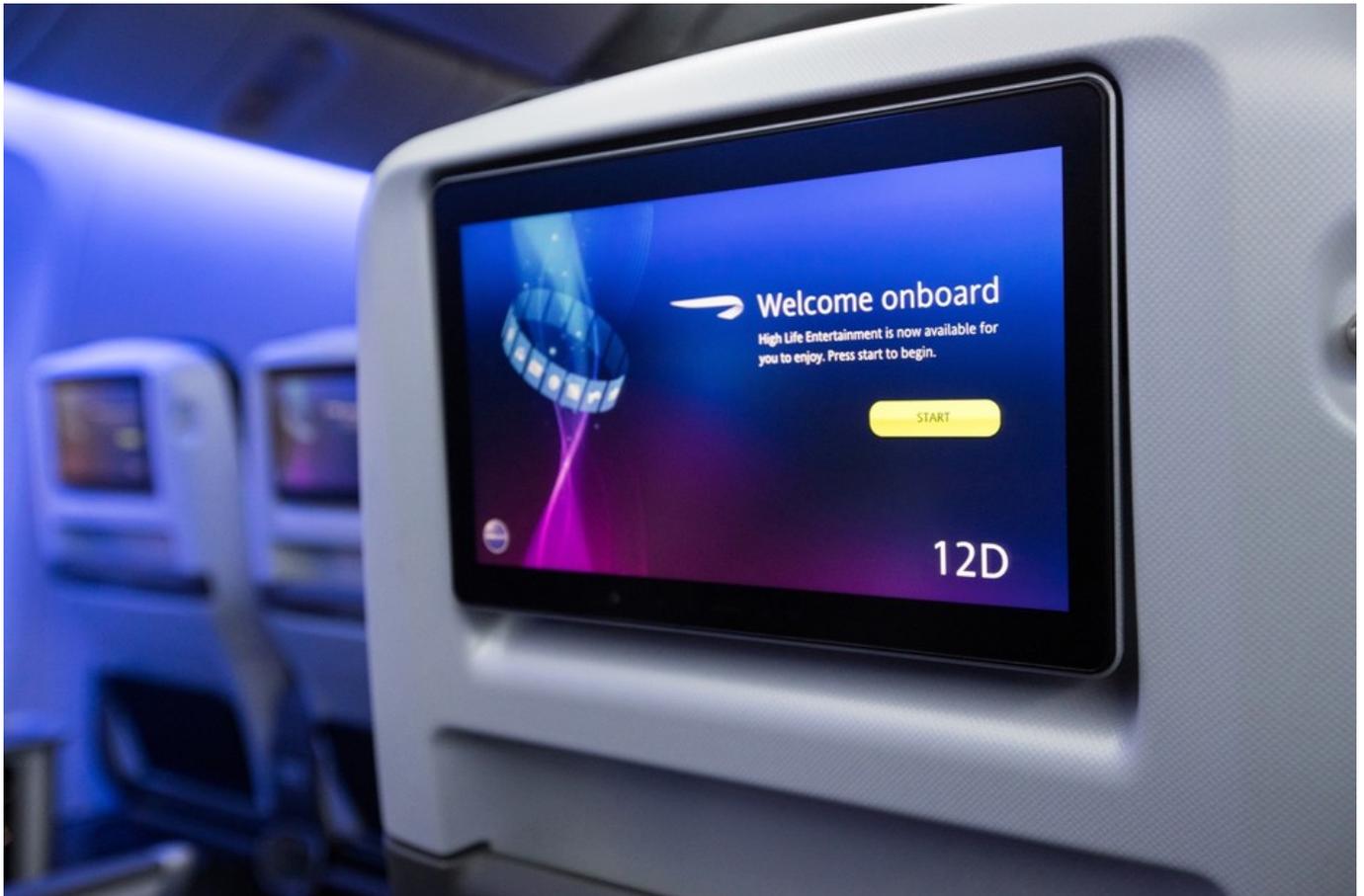


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# Thriller, documentary and classical music are BA's most popular IFE in 2018

By **Rick Lundstrom** on December, 28 2018 | Inflight Entertainment



Larger screens in HD quality is part of BA's investment in IFE this past year

British Airways passengers this year watched the thriller *Red Sparrow* more than any other film on its inflight entertainment system in 2018, the airline announced today.

*Red Sparrow* features Jennifer Lawrence as ballerina Dominika Egorova who is recruited to an intelligence service where she becomes mired in a number of heart-stopping situations. The film topped the list despite only being on board between June and October. In second was musical film *The Greatest Showman* followed by *Kingsman: The Golden Circle*.

*Beethoven's Symphonies Numbers 1-9* topped the airline's the list as the most listened to audio content. *Blue Planet II - One Ocean* was the most watched television program. This was followed by children's favorite *Peppa Pig* and *Prince Harry and Meghan: Truly Madly Deeply*.

"A thriller, a TV documentary and a selection of classical music topping the most popular content charts shows the importance of having a wide-ranging selection on flights," said Carolina Martinoli,

British Airways' Director of Brand and Customer Experience. "We know it's a critical part of the flight experience for many customers, enabling them to lose themselves in another world. They also tell us it's one of the few occasions they may have to binge watch so much content in one sitting so we strive to make sure there's plenty of choice for everyone."

British Airways is in the midst of a £6.5 billion (US\$8.24 billion) investment which includes new cabins in its 777 aircraft operating out of Gatwick Airport. The new aircraft cabins feature a Panasonic eX-Series entertainment system which has been updated with larger HD screens. The screen size has doubled from six to 12 inches in World Traveller Plus and increased from six to 10 inches in World Traveller.