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[Touch Inflight Solutions](#) (Touch) announced this month an expanded partnership with [Parrot Analytics](#). The collaboration between the IFE solutions provider and global entertainment analytics company will see the two combine Touch's proprietary data on inflight passenger content preferences with Parrot Analytics' platform. This will enable Touch to deliver data-driven content strategies to its airline partners, providing entertainment that aligns with evolving passenger tastes.

The upgrade gives Touch access to a wider range of insights and data such as unlimited access to the world's largest behaviour, affinity and audience insight datasets for TV, movies and talent. It also offers the company access to daily demand data dating back to 2015 and extensive analysis capabilities and visualization frameworks. Touch also gains proprietary context metrics and demand data through this partnership with Parrot Analytics.

As Touch continues its expansion, partnering with global airlines like [Delta Air Lines](#), [LATAM](#) and [Air New Zealand](#), this collaboration with Parrot Analytics will elevate its ability to understand the specific tastes of passengers on each airline. This understanding ultimately allows Touch to predict future trends accurately, creating inflight entertainment experiences that enhance passenger satisfaction and foster deeper brand relationships.

"The importance of aligning content strategies with passenger interests cannot be overstated. This necessity stems from the diversity of the audience and their continually evolving tastes. In the fast-paced world of entertainment, staying relevant requires agility and insight. Parrot Analytics stands as a crucial tool in this context, offering the capability to deeply understand passenger preferences, enabling the effective curation of personalized content recommendations designed to precisely match the specific preferences of each passenger," said João Chaves, Vice President of Customer Services and Operations at Touch.

“We are thrilled to partner with Touch to empower airlines to deliver exceptional in-flight entertainment experiences,” added Alejandro Rojas, VP Applied Analytics, Parrot Analytics. “Incorporating comprehensive global audience demand data will help with efficient programming when licensing content for airlines. This way airlines differentiate themselves by delivering content that matches each passenger’s taste and mood on every domestic or international route in every market of origin or destination.”

Touch’s partnership with Parrot Analytics puts it alongside companies already leveraging data insights such as Disney+, HBO Max and Amazon.