
United offers 100-plus channels of free live TV

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[United Airlines](#) announced that, starting January 30, guests flying on 211 of its 737 aircraft equipped with seatback TV will have access to more than 100 channels of live DIRECTV for free. This amounts to more than 30,000 total seats.

Toby Enqvist, United's Chief Customer Officer, said in a statement from the airline: "This year, we will be introducing a series of innovations and improvements designed to help build a great experience for all our customers. Offering free entertainment, whether it's on seatback TV or on personal devices, is one example of how we are placing our customers at the heart of what we do and helping them to relax and enjoy their flights.

"We're pleased that United is offering customers complimentary access to live TV on more than 200 of its aircraft so customers can feel like they're sitting in their own living rooms enjoying DIRECTV," said Roman Pacewicz, Chief Product Officer, AT&T Business. "Whether they want to tune into their favorite prime time show or their favorite sports team, United customers won't miss a moment with free DIRECTV programming."

In addition to the seatback entertainment on select aircraft, passengers carrying personal electronic devices also have access to a library of more than 280 complimentary movies and TV shows via the United app.