
BA clocks 100 with new IFE channel

By **Rick Lundstrom** on August, 23 2019 | Inflight Entertainment



British favorites flicks and an audio mix will be on BA100 until the end of October

As [British Airways](#) turns 100 years old this weekend, the airline has created a dedicated channel on board to highlight inflight entertainment from over the years.

The channel will be featured on board throughout August, September and October.

The *Celebrate BA100* channel includes *The Lost World*, the first film ever shown on an Imperial Airways flights in 1925. Passengers will be able to enjoy best of British favorites including *Billy Elliott*, romantic comedies *Four Weddings and a Funeral* and *Notting Hill* and and the Academy Award winning *Shakespeare In Love*. The television selection includes iconic episodes from *Blue Planet* to *Ab Fab*, as well as *Downton Abbey*.

For audio, 100-minute centenary mixes have been specially created by leading DJs including Groove Armada, Paul Oakenfold and Deadmau5.

“We know that for many of our customers, being able to settle down and enjoy the inflight entertainment is one of the best bits of traveling so we’re serving up some of the best of film,

television and audio throughout the ages to help our customers celebrate our centenary,” said Carolina Martinoli, British Airways’ Director of Brand and Customer Experience, in today’s announcement.

Passengers who fly with British Airways on long-haul flights have free access to more than 1,000 hours of films, top TV shows and audio programs via their personal seatback screen. The content is updated regularly, with categories often added for major holidays or key calendar events.

These changes to British Airways’ in-flight entertainment system are just one of a number of ways that the airline is improving experiences for its long-haul passengers. This year it was announced World Traveller passengers would receive a renewed food offering on board including, on longer flights, a full second meal, while in Club World new dining and [White Company](#) bedding is being rolled out across the network. These changes come as part of the airline’s £6.5 billion investment for customers over the next five years.