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# Panasonic teams up with TRT World for inflight broadcasting

By **Rachel Debling** on November, 21 2018 | Partnerships, Collaborations & Acquisitions



[Panasonic Avionics](#) and [TRT World](#), an Istanbul-based international news platform, have formed an agreement to extend TRT World's reach to international carriers, including Turkish Airlines. The service will be broadcast via satellite to specially equipped aircraft.

Fatih Er, Director of News and Programmes at TRT World, said in this week's statement announcing the partnership: "It is important to stay informed and up-to-date on world events. Passengers tune in to different outlets for news and it's vital to have variety in your sources to have a more well-rounded view of current events. Thanks to Panasonic for making this challenge a lot easier during flight." Er continued: "Partnering with Panasonic to deliver our content in flight is a major achievement to fulfill our promise to offer our service everywhere, whatever platform our audience prefer to receive it."

Julie Lichty, Head of Digital Solutions and Services at Panasonic Avionics, also commented: "Panasonic is proud to offer the world's only truly global inflight live television services. Whether it's the best in current affairs, sports and entertainment from a selection of the world's premier media brands, our mission is to keep passengers informed and entertained with quality programming. We believe that TRT World is a significant enhancement to our portfolio, and will be a tremendous enhancement to our airline customers' passenger experience".