
"Joker" debuts on Iberia Express

By **Rick Lundstrom** on February, 18 2020 | Inflight Entertainment



[Immfly](#) and [Iberia Express](#), within days of the recent Oscars, screened *Joker* in a special event on board flight I2 3730 flying between Madrid and Copenhagen.

The film secured the most Academy Award nominations this year in addition to the Oscar for Best Actor, Joaquin Phoenix, and Best Soundtrack. It also marked the introduction of Warner Bros content on board Iberia Express' IFE platform, Club Express Onboard.

The wireless inflight entertainment platform provided by Immfly, enables passengers on all Iberia Express flights to enjoy a wide variety of content for free. From blockbusters, featuring stars such as Bradley Cooper and Lady Gaga in *A Star is Born*, to superheroes such as *Aquaman*, and wizards such as Harry Potter. Also available are TV shows and a broad range of other content which includes games, press and magazines, destination guides and more.

Passengers on the flight received free popcorn, earphones and mobile device holders. Approximately 50 percent of the passengers which access Club Express Onboard, the digital services and entertainment platform Immfly provides on Iberia Express, do so for entertainment content. More than a third of the users, 37 percent, enjoy movies, 18 percent opt for TV shows and 13 percent for digital press and magazines.

"Thanks to this new agreement, our passengers can enjoy the best entertainment onboard," said Paloma Cabañas, Head of Customer Experience and Inflight Services at Iberia Express. "A new catalogue of movies will be refreshed regularly and can be accessed for free in three languages: Spanish, English and French. One of our ongoing main objectives is to provide a differentiated experience to our customers. Onboard entertainment is a key component of our value proposition, as demonstrated in the perception our passengers shared in recent satisfaction surveys."