

# AirFi launches AirFunnl media delivery stack for streaming IFE



AirFi's AirFunnl introduces AI-enhanced DRM encoding, adaptive bitrate streaming and CMAF packaging that together reduce average file sizes by up to 45 percent

[AirFi](#) has announced the launch of AirFunnl, a media delivery stack for inflight entertainment developed by AirFi and supported by the [AION Media Group](#) TITAN media suite. The solution introduces AI-enhanced DRM encoding, adaptive bitrate streaming and CMAF packaging that together reduce average file sizes by up to 45 percent. AirFunnl reduces content deployment times and lowers cellular ground data transfer costs for AirFi installed operations, while improving playback on passenger devices.

AirFunnl uses AI-optimized encoding to cut average file sizes significantly without sacrificing quality, accelerating distribution and lowering cellular ground data transfer costs. For AirFi installed operations, this reduces deployment time and cuts the cost of loading new content onto AirFi units.

“AirFunnl gives airlines three things that hugely improve the IFE operational experience: smaller files, faster refresh, and smooth playback on personal devices,” said Marco Dorjee, VP IFE and LEO Operations at AirFi. “We have essentially halved the weight of the content files being sent to the aircraft. Airlines will see lower distribution costs and leaner operations, while passengers will appreciate fresher choices and less buffering or loading time.”

Adaptive bitrate ladders keep playback consistent as onboard usage levels fluctuate. Zero-touch orchestration handles ingest, packaging, encryption and QA, so deployment requires minimal manual steps.

“The player experience is optimized for BYOD (bring your own device) and supports fully offline playback on any device. Studio-grade DRM using standard encryption across the main mobile device operating systems safeguards rights so premium catalogues keep flowing,” Dorjee added.

AirFunnl is built on CMAF (Common Media Application Format), an industry standard container that lets a single set of fragmented MP4 files play on both HLS and DASH. By avoiding separate packages for each protocol, CMAF reduces storage, repackaging effort, and latency.

AirFunnl is available for airline and CSP deployments through AirFi. The product is compatible with AirFi's wireless-IFE architecture and can integrate easily with third-party CSP workflows.