

All3Media International showcases latest content lineup at APEX Content Market in Dubai



Part of All3Media's content lineup is "Secret Service" season 1 starring Gemma Arterton as Kate

[All3Media International](#) is exhibiting at [APEX Content Market](#) in Dubai this week, primarily focusing on its Q1 slate across scripted and unscripted content, so that new and delivered titles are available for airlines to license immediately.

Emily Lawn, Global Inflight + UK & Eire Sales Executive, All3Media International, tells *PAX Tech*, "MENA content demand is no longer radically different, since airline programming in the region is now globally aligned, with many carriers prioritizing universally acceptable content that works for mixed-age, multi-national cabins where children are frequently onboard."

As such, highlights of the supplier's content lineup include pacy star-studded thriller "Secret Service," powerful documentary "Michael Jackson: The Trial" and record-breaking smash hit "The Celebrity Traitors," along with the latest instalment of "The Traitors UK."

"High-stakes unscripted formats such as 'The Traitors' continue to perform strongly, driven by pace, strategy and psychological tension rather than explicit content," Lawn explains, adding that there is strong demand for travel programming and natural history content, with shows like "Parenthood," "Race Across the World," "Ben Fogle's Chinese Adventure" and "Secret Africa: Into The Wild," on the roster.

"In scripted, we are seeing demand for action-led, fast-paced dramas with major A-list talent attached, high production values, and broad cultural accessibility, which we are pleased to be able to offer in series like 'Secret Service,'" Lawn says.

All3Media International's lineup also includes new seasons of the comedies "Dinosaur" and "Boarders."

"There is a consistent appetite amongst IFE buyers for light-hearted bingeable content, so I am confident these new seasons will remain popular amongst audiences," Lawn tells *PAX*.