All3Media International signs inflight content deal with Virgin Atlantic



All episodes of "The Celebrity Traitors" will be available for Virgin Atlantic's passengers as part of the inflight content deal

All3Media International has a new deal with Virgin Atlantic, with the airline acquiring a host of beloved brands and star-studded shows for its entertainment platform, Vera.

All episodes of the record-breaking reality series, "The Celebrity Traitors" *(*nine x one-hour episodes) will be available for Virgin Atlantic's passengers. Featuring a star-studded cast of 19 celebrities, including Stephen Fry, Charlotte Church, Jonathan Ross, Nick Mohammed, Cat Burns, Alan Carr, Celia Imerie and Tom Daley, the series follows contestants trying to detect "The Traitors" in the group. "The Celebrity Traitors" concluded its run with 15 million viewers, bringing in the biggest audience of 2025, and is set to return next year for a second season.

More A-Listers are also set to land on Virgin Atlantic's inflight entertainment, including Idris Elba, Nicole Kidman, Cillian Murphy and Keanu Reeves. This star-studded line-up lends their voices in "A World of Calm" (four x half-hour episodes), an immersive visual journey, designed for passengers to enter a world that lets them meditate, relax and unwind on their journey.

"Nadiya: Anxiety And Me" is an hour-long special from Raw, presented by Great British Bake-Off winner Nadiya Hussain, as she reveals the truth about living with anxiety, setting out to break the stigma that surrounds her condition. Intimate and candid, the film captures Nadiya's humor and warmth as she sets out to learn more about herself.

Returning favourites from All3Media International's scripted slate include feel-good family drama "All Creatures Great and Small." Returning for a sixth series (seven x one-hour episodes), this joyful series is perfect escapism for inflight audiences, bringing to screen heartwarming tales about a young vet,

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his family and the wonderful cast of human and animal characters based in the glorious Yorkshire Dales.

HTM's high-octane, action-packed thriller, "Trigger Point" (six x one-hour episodes) is back on screens for its third season, having cemented its status as a hit on ITV1, where it ranked as the channel's third highest-rated program since 2022. Led by the multi-award-winning Vicky McClure, the six-episode series promises a perfect action-packed binge watch that will have inflight audiences on the edge of their seats, as it follows bomb disposal officers - known as Expo's – who dedicate themselves to keeping London safe from explosive devices and terrorist threats.

Emily Lawn, Global Inflight Sales Executive at All3Media International, said, "I am thrilled to bring this broad slate of titles to Virgin Atlantic's IFE for January- certainly starting the new year with a bang! There really is something for everyone, whether passengers are looking to immerse themselves in the tense tactics of *The Traitors*, be swept up in the propulsive thrill of Trigger Point, escape to the Yorkshire Dales, or relax to the soothing narration of A-list talent, these titles offer something for all Virgin Atlantic customers."

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