

Anuvu enters exclusive distribution partnership with Apple TV+

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Estibaliz Asiain, EVP Media & Content at AIX 2025

[Anuvu](#) has announced a distribution partnership with Apple TV+ to bring exclusive content inflight. Estibaliz Asiain, EVP Media & Content, revealed the news at last month's AIX.

"As a trusted partner to airlines worldwide, we understand that today's passengers expect more than just entertainment—they want familiar, high-quality content that resonates with them," said Asiain. "This collaboration empowers our airline customers to meet evolving passenger expectations and keep travellers engaged throughout their journey as well as delivering on our commitment to the industry to innovate content offering on inflight entertainment."

Anuvu's partnership with Apple TV+ will bring a curated list of award-winning original content to the CSP's inflight entertainment offerings.