

Anuvu launches content library, Explore

The Anuvu logo is displayed in a large, white, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance as if they are floating above a surface. The background behind the logo is a gradient that transitions from a dark blue on the left to a light orange on the right.

Content library designed to modernize media selection practices

[Anuvu](#) launched Explore, a user-friendly and comprehensive online library that simplifies choosing inflight entertainment content. The solution gives airlines a modern alternative to the industry's standard approach to content and media selection.

“For decades, inflight entertainment selection has been a complex and time-intensive process centered around manually searching lengthy PDF attachments, PowerPoints and Excel spreadsheets to find and select the right content mix. With Explore, Anuvu elevates content selection into the digital age with an easy-to-use, cloud-based website,” said a [November 30 press release](#).

Explore offers airlines full visibility into their content options via an online platform, accessible 24/7, to discover and easily filter through recommended and available titles. Through the intuitive dashboard, airlines can view essential details and metadata for each title, including trailers, synopses, cast and crew, available languages, and [IMDB](#) scores.

“We are thrilled to offer a simple, informative and technology-driven solution for airlines when it comes to viewing available titles,” said Anuvu’s Terri Davies, Senior Vice President Content & Media Services. “Choosing content should not be a time-consuming and tedious process, and with Explore, airlines will be able to easily provide their passengers the very best media and content.”

Explore pairs with Anuvu’s innovative subscription service [Iris](#), which offers airlines a tailored and pre-curated variety of content.