

Anuvu joins forces with streaming partners for high value exposure

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Partnerships with streaming services play a key role in Anuvu's long-term vision for content curation and delivery

For content service provider [Anuvu](#), partnering with prominent streaming services is a key aspect of delivering the inflight content that passengers want to see. But securing licensing deals for onboard use is not without its unique challenges.



Simon Cuthbert, VP, Content Licensing & Distribution, Anuvu

As Simon Cuthbert, VP, Content Licensing & Distribution, Anuvu, explains, companies are focused on their platforms and subscriber growth, and are accustomed to the delivery process they typically use.

“Navigating how their content will be represented and promoted onboard as well as streamlining the delivery process as much as possible is our responsibility,” he says, noting that the inflight market can be challenging with systems dating back decades, all with unique restrictions and challenges. “Our role is to simplify this so airlines can deliver a new, premium and exciting experience whilst streamers are assured their content is being represented correctly, regardless of the airline or system.”

In terms of how receptive global streaming platforms are to adapting models for the IFE environment, Cuthbert says there is a huge acceleration of interest.

“The first major streamer was HBO—now HBO Max—which saw the value in having their content onboard. Since then, we have launched Disney+, Paramount+, Apple TV+, iQIYI, Spotify, Netflix Originals and many more onboard our airline clients,” he tells *PAX Tech*, adding that streamers now understand that an inflight audience is willing to try something new and therefore, provides an excellent opportunity to expand fanbases globally.

This acceleration in demand also comes as streamers launch to more international audiences. Cuthbert suspects this growth will continue with more streaming original content and branded channels becoming available inflight.

Selecting streaming partners



Partnering with prominent streaming services is a key aspect of delivering the inflight content for Anuvu

Partnerships with streaming services play a key role in Anuvu's long-term vision for content curation and delivery.

"Anuvu's vision is to bring the widest variety of content to our airlines. Whilst the Hollywood majors will always represent the base, it is important that as new streaming services invest in incredible content, we gain access for the inflight market. Content is king and we need to chase the shows that everyone is clamoring to watch." says Cuthbert.

With the customization of inflight content becoming essential to satisfy passengers and retain their loyalty, Anuvu looks at passenger demographics, compliance standards, language needs, profiles and the airline's overall content mix before deciding what service to add to a lineup.

"We believe in a hybrid approach between data-based decisions and expert curation. Our partner, [Parrot Analytics](#), is often the first step in comparing a streamer's demand score in a region, by age and demographics, along with ratings, box office and other data sets. From there, we have a shortlist of content that has high demand in the regions an airline flies to that can be curated down based on language availability, genre mix of the overall IFE and comp data on what performs well onboard. The final selection is ultimately recommended by our content experts who have decades of experience and are embedded within the airline's team." explains Cuthbert.

He cites "Hijack," the Idris Elba Apple TV+ drama about a seven-hour flight from Dubai to London that is overtaken by hijackers, as an example of a popular, high-quality series that is unsuitable for inflight viewing for obvious reasons.

Cuthbert explains that when content is brought onboard, “Both the streamer and airline are aligned in wanting to provide a positive and exciting experience for passengers.”

A new exposure strategy

A future where streaming brands view inflight exposure as part of the customer acquisition strategy is imminent, according to Cuthbert.

“Airlines have billions of passengers flying every year, creating a natural opportunity to test content with a highly captive audience in front of seatbacks,” he says. “It will also become more appealing as systems become better at reporting viewership churn and views, along with more visual GUIs.”

Cuthbert adds that streamers with an international presence, like Apple TV+ or Netflix, are more likely to be interested in these onboard opportunities than those that are only available in the U.S., like Peacock, because each service needs to hit its minimums in global reach.

“Our next big focus is acquiring live rights,” reveals Cuthbert. “Especially sports, as fast free Wi-Fi becomes the norm—presenting a big opportunity but also a risk for airlines [that are] not acquiring global rights correctly. We are here to advise, protect and ensure correct licensing. Overall, a connected seatback can mean a better experience for passengers everywhere, and we are excited to help guide this revolution in IFE.”