

# Anuvu reflects on "breakout year" of content curation



Anuvu's Estibaliz Asiain, Senior Vice President, Media & Content (left) and Mike Pigott, Executive Vice President, Connectivity

[Anuvu](#) shared a look back at 2023 along with the entertainment and connectivity trends that will shape how airline, cruise and other maritime customers are planning for 2024 and beyond. In its December 14 press release, Anuvu said that this year was the first year of normalized post-pandemic operations around the world, with Asian markets reopening in 2022.

Mobility markets recovered with a record volume of flights, passengers and cruise itineraries throughout 2023. To support its customers in meeting the demand for onboard entertainment and connectivity, Anuvu invested in content partnerships, next-generation connectivity links and software-defined networking capabilities.

This year, Anuvu recorded the highest passenger usage of connectivity and entertainment on its aircraft and vessels to date. The company said it experienced a surge in growth with eight new airline customers and 18 multi-year contract renewals in its Media and Content division. It also installed next-generation connectivity equipment on more than 500 aircraft and delivered LEO technology to more than 1,000, globally.

Through this growth, Anuvu said it has observed key trends shaping passenger and guest experiences. One such trend is the increased demand for independent movies, episodic series and international content on both seatback and wireless IFE systems. Passenger engagement with exclusive podcasts, albums and short form entertainment also increased in 2023.

In response to these trends, Anuvu signed more than 150 partnerships for to expand its content offerings, including select entertainment from all major studios, award-winning independent studios and popular streaming brands.

“2023 was a breakout year for our content curation and creative services,” said Estibaliz Asiain, Senior Vice President, Media & Content, Anuvu. “Our industry-leading technology allows us to increase our library and curation capabilities by orders of magnitude. Our unique combination of advanced cloud processing, programming creativity and diverse partnerships has driven both IFE renewals and new wins with top-tier global airlines. It is truly gratifying to see airlines recognizing the value of high-quality media and content to grow customer satisfaction.”

“At Anuvu, we pride ourselves in catering to a broad range of individual preferences in a changing landscape of passengers' complex content demands. We will continue to announce new content partnerships and look forward to growing our relationships with new and existing clients in 2024 as we strengthen our curation and distribution capabilities,” added Asiain.

“The arrival of LEO kicked off a second wave of connectivity growth,” said Mike Pigott, Executive Vice President of Connectivity, Anuvu. “In response to the evolving post-pandemic landscape, the industry transitioned from prioritizing widespread adoption to a focused effort on long-term value and upgradeability. That is why we’re building platforms and systems that give our clients the performance they need today while bringing together the best features, economics and capabilities to prepare them for tomorrow.”