

Azerbaijan Airlines selects Stellar Entertainment as exclusive CSP



Stellar Entertainment is the exclusive CSP for AZAL

[Stellar Entertainment](#) has announced its exclusive appointment as the Content Service Provider (CSP) for Azerbaijan Airlines ([AZAL](#)), the national flag carrier of Azerbaijan. This partnership marks a step forward in AZAL's mission to elevate the passenger experience through a vibrant inflight entertainment (IFE) strategy that unites Hollywood blockbusters, international favorites and standout Azerbaijani stories, the December 4 press release said.

As AZAL's appointed CSP, Stellar will manage the full spectrum of IFE services, including content curation and licensing, metadata and media preparation, and dedicated account management. Working closely with AZAL, the CSP will deliver a personalized inflight experience that appeals to a broad international audience while honoring Azerbaijan's rich cultural heritage.

Daniel Jacobs, Chief Operating Officer of Stellar Entertainment said, "We are proud to support AZAL in redefining their inflight entertainment experience. From championing homegrown content to making global blockbusters accessible to regional audiences, this collaboration makes every flight enjoyable and distinctly Azerbaijani."

AZAL is fully committed to providing a premium inflight experience that reflects its values and vision. With Stellar's full-service support, passengers can watch a curated blend of global and local content.

Key highlights of AZAL's new IFE strategy include:

- Showcasing Azerbaijani content: In a nod to its national heritage, AZAL now features locally produced films and documentaries onboard, showcasing the talents of Azerbaijan's filmmakers and storytellers. These selections bring the country's landscapes, voices, and culture to life, creating meaningful connections from the moment travelers board.

- Azerbaijani subtitles on Hollywood blockbusters: For the first time, major Hollywood studio releases are now subtitled in Azerbaijani, allowing passengers to enjoy global cinema in their native language.
- Diverse global selections: AZAL's catalogue features a wide range of international titles, including Hindi dramas, Turkish favourites, Asian cinema and Russian classics, providing an inclusive journey for all travelers.
- Fresh entertainment every journey: With a regularly refreshed catalogue, passengers can expect something new on every trip. Programming strikes a balance between variety and consistency across both short-haul and long-haul routes.

"This collaboration reflects AZAL's vision to offer passengers something more than just a seat and a screen," said Sam Allen, Chief Executive Officer at Stellar Entertainment. "It is about delivering a premium experience that feels personal and culturally relevant. We are proud to be part of that journey and look forward to supporting AZAL as they expand their global footprint."

"At AZAL, we aim to provide passengers with an inflight experience that is both modern and meaningful. Partnering with Stellar allows us to combine global entertainment standards with the richness of Azerbaijani culture, offering a catalogue that inspires, informs, and reflects who we are as a nation. This collaboration is a significant milestone as we continue to expand our network and enhance our service offering," said Mirjafar Jafarov, Advisor to the President of Azerbaijan Airlines CJSC.

This collaboration signals a new direction for AZAL, one that combines world-class entertainment with a strong sense of national identity. With Stellar's support, AZAL is creating a thoughtful and engaging inflight experience that reflects the airline's values and ambitions.