

British Airways celebrates Paramount+ partnership



In a first for the Star Trek franchise, British Airways brought together characters together from different universes, nearly a thousand years apart, to celebrate the onboard launch of Paramount+

[British Airways](#) has enhanced its inflight entertainment with the launch of Paramount+ onboard. Passengers will be able to watch a curation of exclusive Paramount+ series targeting all ages on the airline's Highlife entertainment platform, including HALO, The Offer, Queen of the Universe, Kamp Koral: SpongeBob's Under Years, iCarly, Yellowstone and the Star Trek series.

In a statement, Anna Priest, Chief Marketing Officer, UK, at Paramount, said: "This partnership is a fantastic platform for our continued growth in the UK, allowing us to introduce millions of customers a year to some of the best shows anywhere, available on Paramount+. We're confident that British Airways customers will love what they see and be encouraged to continue exploring the mountain of entertainment on offer."

Passengers who wish to continue watching their favorite program after their flight can do so by subscribing to the streaming service via a QR code on the Paramount+ channel on Highlife or on [ParamountPlus.com](#). Passengers will also be able to subscribe to Paramount+ ahead of their trip.

Bronze, Silver and Gold Executive Club members are being offered a month-long trial of Paramount+ and will receive an email where they will be able to sign-up for the exclusive subscription offer.

The launch was marked by a special Star Trek takeover at British Airways' Terminal 5 home, with airline staff transformed into Star Trek characters, with authentic costumes from the franchise.