

British Airways brings audiobook and podcast offerings onboard with Audible



Audible on inflight entertainment system

[British Airways](#) has partnered with Audible to bring more than 250 hours of podcasts and audiobooks to customers across its long haul fleet through the airline's inflight entertainment system.

The collaboration marks the first time Audible has been made available onboard a UK airline, with British Airways offering passengers complimentary access to a curated selection of spoken-word entertainment spanning action, romance, pop culture and children's content.

The content library places a strong emphasis on British talent, featuring works from UK authors, actors and storytellers. Titles available onboard include the newly released full-cast audio edition of the Harry Potter series, available as a UK airline exclusive, alongside Audible adaptations of *Pride & Prejudice*, *The Little Mermaid*, *Ghost Stories: Stephen Fry's Definitive Collection* and *Hot White Heist*.

British Airways said the partnership reflects growing demand for audio entertainment, with audiobook listening in the UK increasing by 31 per cent in 2024, while podcast audiences are also continuing to expand. The airline noted that comedy and action ranked among its most watched inflight

entertainment genres last year.

The Audible partnership forms part of British Airways' wider investment in the onboard customer experience, with the carrier adding more than 4,600 titles to its inflight entertainment catalogue since January 2025.

Customers will also be able to continue listening after their journey through a complimentary two-month Audible trial, allowing access to selected content both during travel and after returning home.

The collaboration follows British Airways' recent partnership with Anuvu to further expand and diversify its inflight entertainment offering with a broader range of international, independent and destination-focused content.

Hamish McVey, Director of Marketing at British Airways, said "Spoken-word entertainment has surged in popularity over the past few years, and our collaboration with Audible brings an exciting new chapter to our inflight entertainment offering. This collaboration introduces millions of customers to endless new content from leading authors and podcasters, with more than a quarter of the collection celebrating exceptional British talent. From gripping fiction and family favourites to wellbeing podcasts, we hope everyone finds something they'll love during their flight."

Tom McKenna, Global Head of Media, Ops & Business Development at Audible, added "We're thrilled to bring Audible's premium audio storytelling to British Airways customers, making it easier than ever for passengers to turn travel time into an enriching audio experience. With a slate of award-winning titles, family favourites and distinctly British content, we're continuing to innovate on how listeners experience spoken-word entertainment, whether they're revisiting a familiar story or discovering something new."