

British Airways refreshes IFE content for August



Since the start of the year, British Airways has doubled its inflight entertainment content

[British Airways](#) says it expects more than one million passengers to watch content on its long-haul flights this month, with over 75 complete boxsets and 20 classic franchises now available on board for August.

This month the airline has released more than 50 new releases including *Paint, Love Again* and *The Covenant*, as well as a range of exclusive content for British Airways through its Paramount+ partnership, such as *Rabbit Hole: The Algorithms of Control*, *The Flatshare* and *Grease: Rise of The Pink Ladies*. Movie boxsets include the complete *Harry Potter* series, *Indiana Jones* and *Mission Impossible*.

Passengers can listen to more than 770 pieces of audio, including the popular *NewlyWeds* podcast, starring Jamie Laing and Sophie Habbu. The airline also has a range of British Original content, including highlights from the Edinburgh Festival Fringe 2022, such as *The Fringe*, *Fame and Me* and *Just for Laughs*.

Families travelling over August can choose from a variety of content perfect for little ones, with more than 26 Kid's Classics, such as *Scoob!*, *Peppa Pig* and *Paw Patrol*. The airline has also added 20

programmes to the new 'Summer Fun' category, including *The Super Mario Bros. Movie* and *Trolls*, as well as a brand-new Lego category.

Thanks to the progressive roll out of connectivity, passengers can stream content on their personal devices with various packages available, including messaging and 'browse and stream' options.

"We know just how important it is to provide a great range of entertainment for our customers to enjoy during their journeys, and it's one of the things they look forward to most when they fly with us, so we've been working hard to source new content, doubling the amount available at our customers' fingertips," said British Airways' Chief Customer Officer, Calum Laming, said in August 2 press release.

'We've partnered with brilliant brands like Paramount+ and even created a dedicated British Original channel. From a newly released blockbuster film to the latest podcast, there's something for everyone to enjoy during their flight this summer.'

Elsewhere, British Airways is enhancing its meal offering for customers travelling to Delhi and Mumbai from London Heathrow on both outbound and inbound flights, including the introduction of full secondary hot meals across all cabins and customers travelling in Club World (business class) can also enjoy a range of chilled snacks from the Club Kitchen.

From August 9, the airline is also launching a brand-new snack in Euro Traveller (economy), with the choice of banana cake or a sultana flapjack, which will be available on all flights from London Heathrow and London Gatwick.