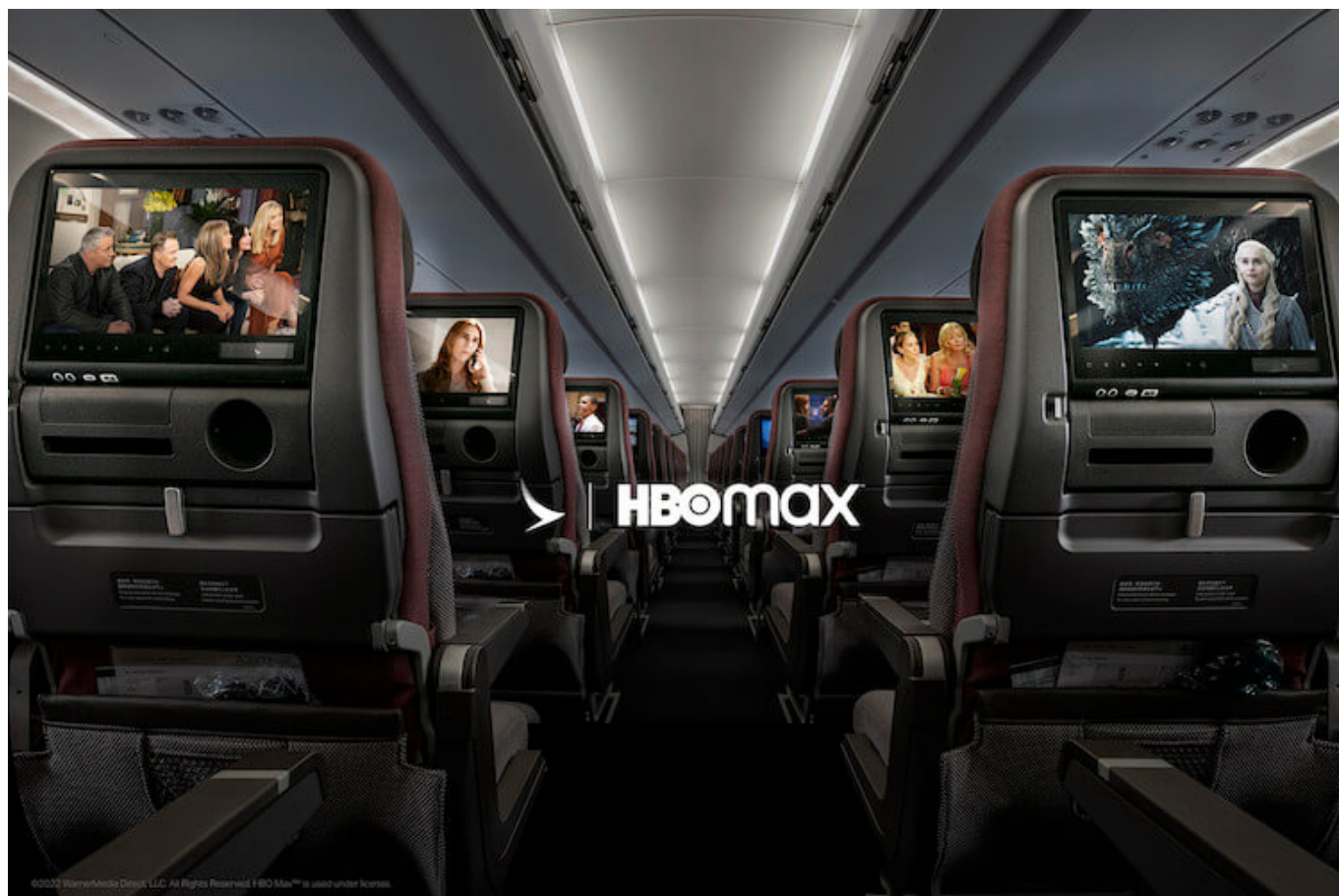


# Cathay Pacific first Asia carrier to bring HBO Max to every seat



The partnership also includes the Warner Bros. movie library

[Cathay Pacific](#) has added [HBO Max](#) to its inflight entertainment experience, making it the first airline in Asia Pacific to do so.

Hong Kong's home airline will debut the HBO Max brand starting January 1, 2022, bringing more than 200 hours of content in the first three months.

"Cathay Pacific already has the largest inflight movie and TV library in Asia Pacific and seatback entertainment is equipped on every aircraft, in every seat," said a [December 1 press release](#). "This content innovation builds on the airline's latest offering of 4K content and Bluetooth headphone pairing (being introduced progressively) launched on its Airbus A321neo fleet earlier this year."

The partnership also includes the [Warner Bros.](#) movie library with new releases such as Space Jam, Suicide Squad and Dune. Overall, in the next year the airline plans to add more than 300 hours of HBO Max content.

"To be the first in Asia to launch the HBO Max brand, not just onboard flights but anywhere is exceptional. It's a great example of an airline and streaming service working together to bring an unprecedented entertainment experience to passengers and we hope our customers find their next new binge-worthy show on Cathay Pacific," said Vivian Lo, General Manager Customer Experience and Design.

Cathay Pacific offers an extensive content set consistently on all long-haul flights and many short-haul flights, including those operated by its A350, 777 and A321neo aircraft.