

Delta partners with Sport 24 to bring live sports onboard



Delta is bringing live sporting events to passengers with Sport 24

Beginning this fall, [Delta Air Lines](#) passengers on international flights will be able to watch live sporting events from [Sport 24](#) via their personal devices onboard.

Through a partnership with global sports marketing agency [IMG](#), Delta Sync Wi-Fi will offer access to global sports programming via Sport 24's live sports channels on international routes to and from the U.S.

The launch is the latest in Delta's growing portfolio of connected sports experiences as the airline doubles down on its ambition to be the leading premium airline for sports fans.

Sport 24 coverage will span some of the world's most-followed sports and competitions, including the NFL, NBA, Premier League, UEFA competitions, Formula 1, Grand Slam tennis tournaments and more, with live programming prioritized based on the most relevant event available at the time.

The platform will be available through Delta Sync Wi-Fi on international routes between the U.S. and destinations abroad. Passengers will access Sport 24 from Delta Sync Wi-Fi portal via their personal devices.

"As Delta continues to build for a more global, connected future, we're focused on making the onboard experience more relevant to where our customers are going and what they care about," said Ranjan Goswami, Delta's Chief Marketing and Product Officer. "Live sports bring people together across borders and time zones, and through our partnership with Sport 24, customers on international flights can stay connected to the moments that matter most while they travel."