DIRECTV IN FLIGHT brings live entertainment into focus for airlines

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DIRECTV IN FLIGHT works with airlines to maximize value from IFE without disrupting the live viewing experience

Live content connects passengers to the world beyond the cabin, making the inflight experience more interactive, meaningful and empowering.

As Kimberly Twiggs, Vice President, DIRECTV IN FLIGHT explains, the biggest opportunities for expanding live entertainment onboard come as airlines prioritize flexible content delivery and an elevated passenger experience, recognizing the impact of content on satisfaction and loyalty.

She emphasizes the real-time dimension that live events bring to the inflight experience.

“Live entertainment is becoming an increasingly valuable component of a broader, more connected inflight entertainment ecosystem,” Twiggs says.

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Kimberly Twiggs, Vice President, DIRECTV IN FLIGHT

A research survey conducted by DIRECTV IN FLIGHT with HUB Entertainment reveals that 80 percent of travelers expect inflight entertainment and 59 percent prefer to access live television through the seatback screen rather than a personal device.

“Today's passengers increasingly expect the ability to stay connected to the moments that matter most,” Twiggs reinforces.

She says airlines are beginning to view IFE as more than just a library of on-demand content – live sports and news are increasingly must-haves. This summer, DIRECTV IN FLIGHT and United Airlines partnered to deliver live inflight coverage of FIFA World Cup.

“Experiences like that can help make the journey feel more connected to what is happening in the world outside the aircraft,” says Twiggs.

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Enter Digital Ad Insertion (DAI).

DAI allows airlines to tailor content and advertising to a specific route or moment in the passenger journey, creating a more relevant and engaging experience for travelers. It turns the seatback screen into a passenger engagement platform, helping airlines deliver more meaningful interactions,

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strengthen brand partnerships and elevate the passenger journey.

“The opportunity goes far beyond adding another advertising channel,” Twiggs adds.

Live from Singapore

At APEX FTE EXPO, DIRECTV IN FLIGHT will showcase its ability to help airlines enhance the passenger entertainment experience through live television and flexible content delivery.

“We are especially excited to discuss our IPTV capabilities and our International FlightPak offering, which provides airlines serving the U.S.-connected routes access to a broad lineup of news, sports, entertainment, and lifestyle programming designed for today's global traveler,” says Twiggs. “We are looking forward to conversations about where the passenger experience is headed and how entertainment can play a larger role in supporting airline objectives.”

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