

DIRECTV IN FLIGHT powers live inflight programming expansion with IPTV

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[DIRECTV IN FLIGHT](#) is the first U.S.-based provider to offer a live programming experience on select international flights departing from and returning to the United States.

"We count that as a success right out of the gate," Kimberly de Flesco, Head of Aviation Strategy for DIRECTV IN FLIGHT tells *PAX Tech*. "This milestone enhances the passenger experience and opens doors for us to work with international airlines worldwide to bring them the same type of premium live TV content as our U.S.-based airline customers are able to receive."

This international expansion is powered by IPTV, a modern, internet-based delivery system that uses the aircraft's onboard Wi-Fi to stream live programming. This achievement in DIRECTV's infrastructure allows for the bypassing of traditional satellite delivery methods to offer greater flexibility and scalability. Passengers can access live programming via seatback screens or PEDs.



Kimberly de Flesco, Head of Aviation Strategy for DIRECTV IN FLIGHT

According to de Flesco, programming decisions are driven by one key question: What do passengers want to watch most?

“Live TV—especially sports—has become a defining part of the IFE experience because travelers want to stay connected to the same content they would watch at home,” she explains, adding that passengers also want to stay connected to news.

For de Flesco, accessing U.S. news while traveling helps her stay tethered to home—a personal connection that, she says, resonates with many airlines and drives their interest in offering live news.

“The goal is to strike a balance that best serves a passenger base with diverse interests. Our goal is delivering a personalized, premium experience where every traveler can access their preferred content,” she says.

Airlines can bring these offerings to passengers via DIRECTV IN FLIGHT in time for two major global sporting events in 2026: the FIFA World Cup and Winter Olympics Games.

“We have expanded access to our IPTV service to help meet the demand both domestically and internationally. The timing could not be better,” de Flesco affirms.

Expanding horizons

As airlines expand international routes, DIRECTV will continue to scale its global content delivery strategy to elevate the IFE experience for passengers.

“Our technology scales seamlessly across any international route. As long as it is a direct flight departing from or returning to the United States, all airlines can now offer passengers a premium entertainment experience,” says de Flesco.