

## DIRECTV IN FLIGHT showcases live TV offerings at APEX



Kim de Flesco, Head of Aviation Strategy for DIRECTV IN FLIGHT, at APEX Global EXPO 2024

[DIRECTV IN FLIGHT](#) was present at APEX Global EXPO last month, showcasing its inflight live TV offerings and emphasizing the importance of reliable connectivity for inflight entertainment.

Kim de Flesco, Head of Aviation Strategy for DIRECTV IN FLIGHT, tells *PAX Tech*, "We are focused on showcasing our groundbreaking partnership with Viasat. And in partnership with Viasat, DIRECTV IN FLIGHT has redefined inflight entertainment on Delta's 767 aircraft, offering the 18-channel live TV

lineup for seatback screens. This is the first time a U.S. airline has integrated live TV into its widebody fleet, setting a new benchmark for inflight entertainment.”

As the industry sees a continual increase in passenger demand for a holistic ecosystem where IFE and connectivity are concerned, de Flesco says that enhancing passenger satisfaction and engagement goes hand in hand with what airlines are trying to achieve.

“With reliable connectivity and top quality resolution, DIRECTV IN FLIGHT provides passengers with a seamless, high quality, inflight entertainment experience, increasing passenger satisfaction and engagement,” she explains.

de Flesco adds that the future of inflight entertainment is focused on innovation and flexibility, “As the first provider to offer live TV inflight entertainment, DIRECTV IN FLIGHT continues to innovate and offer flexible satellite-powered solutions that adapt to the evolving needs of the commercial airlines. Our commitment to providing the best content and technology ensures that we remain at the forefront of inflight entertainment.”