

DIRECTV IN FLIGHT underscores value of live TV in passenger experience

This is a special feature from the May 2026 [Post-AIX/PAX Awards issue](#) of *PAX Tech*, on [page 82](#).



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[DIRECTV IN FLIGHT](#) is bringing a renewed focus to its bundle of U.S.-based live TV channels which can be aired on flights departing from the United States to international destinations, as well as on return flights to the United States.

Kimberly Twiggs, Vice President, DIRECTV IN FLIGHT, tells *PAX Tech*, that the company is focused on providing the best inflight entertainment experience for passengers.



Kimberly Twiggs, Vice President, DIRECTV IN FLIGHT

“Recent research shows 80 percent of travelers say it is important airlines offer inflight entertainment,” she says. “Inflight entertainment is no longer a ‘nice-to-have’ differentiator. It has quietly become core to the passenger experience.”

The long-term value of live

When it comes to live TV, Twiggs shared that of those passengers who access content, 32 percent access airline-provided live TV and 29 percent access live sports or news—all through the seatback monitor or airline portal.

DIRECTV IN FLIGHT gives access to live broadcasts, sporting events, news, award shows and global celebrations to passengers, allowing them to remain part of that conversation.

“Having access to live TV onboard can help reduce that feeling of isolation, especially on a long-haul flight where you might feel a little disconnected from the outside world,” Twiggs says.

Consistently connected

According to Twiggs, DIRECTV’s inflight technology is network agnostic, relying on the effectiveness of the airline’s internet providers and global satellite network connectivity to help deliver the entertainment viewing experience to passengers.



DIRECTV's bundle of U.S.-based live TV channels can be aired on flights departing from the United States to international destinations, as well as on return flights to the United States

"Connectivity is at the foundation of meeting passenger needs, whether for entertainment, work or personal reasons," says Twiggs. "Recent research shows 87 percent of passengers say it is important to have fast, reliable, free Wi-Fi on the aircraft. Streaming content—live, app-based or on demand—relies on strong broadband. If that does not operate seamlessly, it impacts the passenger experience."

Live drives revenue

As airline strategy shifts from live TV being a "nice to have" amenity to a cornerstone offering that helps differentiate a carrier's brand within the industry, Twiggs sees the ability to broadcast unmissable live TV moments onboard as leverage for airline loyalty.

"Passengers are increasingly expecting ground-level connectivity," she says. "For high-stakes events like the FIFA World Cup final or an Olympic gold medal match, the availability of live TV can become a primary factor in flight selection."