

## Edinburgh Fringe Comedy now on British Airways IFE



The one-hour performances are filmed by UK-based production company and streaming platform NextUp

[Spafax](#), a leading provider of inflight entertainment, has announced a collaboration with NextUp and Just For Laughs that will bring Edinburgh Fringe highlights to inflight entertainment for the first time.

"Throughout August 2023, in synchrony with this year's Edinburgh Fringe Festival, [British Airways](#) will showcase seven distinct stand-up comedy gigs from the festival including Eleanor Morton with "Has Peaked", Jamie D'Souza's "Stop Drawing Willies on My Poster", Katie Pritchard lighting up the scene with "Disco Ball," Rajiv Karia sharing laughs in "Gallivant," Rob Rouse's hilarious "No Refunds," the debut show "Hair" by musical comedy double act Shelf, and Will Duggan's self-deprecating "Iceberg," an August 8 release detailed.

Yvonne Crossley, Senior TV Acquisitions Manager at Spafax, said in an August 8 release, "The partnership with comedy streaming service NextUp and global comedy leader Just For Laughs, brings to the skies the biggest arts festival in the world. It truly celebrates an original British event, offering a taste of the famous Edinburgh Fringe Festival. The Fringe Festival is to comedy as Glastonbury is to music, so this unique offering is an engaging way to celebrate British culture at 30,000 feet."

The announcement “underscores the commitment of both Spafax and British Airways to provide timely and culturally significant entertainment to their passengers,” the release said.

“The one-hour performances are filmed by UK-based production company and streaming platform NextUp in venues throughout the Scottish capital and licensed by Just For Laughs Distribution, giving passengers a sample of the festival's renowned blend of humor and culture and promoting the 'Best of British Comedy,'" the release detailed. For the month of August, the shows will be hosted under a 'Edinburgh Fringe' inflight entertainment category. Upon completion of the festival, the content will remain available “in the comedy section of the British Airways inflight entertainment system until January 31, 2024.”

Sarah Henley, co-CEO and co-founder of NextUp, said in the release: “Thanks to British Airways, this year’s Edinburgh Fringe Comedy Festival will be more accessible than ever with audiences able to experience this usually one-of-a-kind festival from literally anywhere in the world.”

This announcement follows two other recent collaborations with British Airways, the release said, including “bringing Glastonbury content to the cabin and streaming the Coronation of King Charles III inflight.”