

Emirates debuts Dubai+ Emirati IFE channel and content updates



Dubai+ debuts on *ice*, alongside Opera House, new Hollywood releases, box sets and an expanding world of entertainment

[Emirates](#) is welcoming a new season of entertainment on its inflight entertainment system *ice*, with the debut of Dubai+, the first dedicated Emirati entertainment channel onboard, alongside a fresh line-up of movies, complete box sets and distinctive new content collections.

Bringing UAE-produced drama, comedy, documentaries, family entertainment and podcasts to Emirates' global audience, Dubai+ joins more than 20 leading entertainment brands already available across *ice*, including HBO Max, Paramount+, Disney+, Bloomberg, Spotify, CBeebies, Nickelodeon, BBC, BBC Earth, BBC News, Sport 24, Sky News Arabia and CNN.

The new season will also bring *ice* Opera House, a specially curated collection of full-length opera, ballet and symphony performances, alongside a wide selection of new movie and TV releases. Emirates passengers can explore a library of more than 3,000 movies, including Arabic titles and 4,500+ TV episodes. These additions form part of an extensive entertainment library offering up to 6,500 channels of on-demand content in more than 40 languages, giving passengers across every cabin class even more choice throughout their journey.

Dubai stories take flight with Dubai+ on *ice*

Dubai+ is a homegrown digital streaming platform offering on-demand family-friendly entertainment,¹

live TV, sports and original productions, combining local, Arab and international content. Dubai+ on *ice* will launch with 10 programs, 35 episodes and more than 20 hours of content, including *Dara*, *Wadima w Halema and Dannoun*. Featuring Dubai+ Originals and programming from *Dubai TV* and *Sama Dubai*, the dedicated collection will continue expanding with new titles and episodes, showcasing Emirati and regional storytelling to Emirates' global audience.

ice also features a dedicated Dubai & UAE category, bringing passengers cultural stories from across the UAE. Highlights include *My Story* by HH Sheikh Mohammed bin Rashid Al Maktoum and the short documentary *Officer Cadet Mohammed bin Rashid*, which explores His Highness's time as a cadet. Content from *Wasl* and *Dubai Post* also explores Emirati culture and heritage, spanning traditions such as henna, traditional agriculture, art and food, alongside travel guides and more.

ice Opera House

The collection features acclaimed productions including *Carmen*, *Don Giovanni*, *Madama Butterfly*, *Swan Lake* and *Cinderella*, alongside Vivaldi's *The Four Seasons*, Bach's *Mass in B Minor* and *John Williams: A Tribute*. Featuring renowned companies and orchestras including *The Royal Opera*, *The Royal Ballet* and *New York City Ballet*, *ice Opera House* will be regularly refreshed with new performances, while selected operas will be available with subtitles in multiple languages.

A fresh season of movies and box sets

From October, movie lovers can settle in for new Hollywood films on *ice*, including "Disclosure Day," "The Sheep Detectives," "Tom Clancy's Jack Ryan: Ghost War," "Moana," "Pressure," and many more from across the world and feature documentaries. Passengers traveling on Emirates will also have access to 43 new box sets, joining the existing library of 356 box sets and featuring favorites such as "Friends," "The Big Bang Theory," "Young Sheldon," "The Night Manager," "Bluey" and "Planet Earth." Passengers can currently discover around 40 award-winning and nominated series across the fleet, with titles recognized by the Emmy Awards, BAFTAs, Golden Globes and Critics Choice Awards.

Also taking center stage in October is a vast collection of cinema's most celebrated films, remastered in 4K and HD for passengers to rediscover on *ice*. The collection features cinematic classics including "The Godfather trilogy," "Citizen Kane," "Lawrence of Arabia," "The Lord of the Rings," "The Sound of Music" and "Kill Bill."

More ways to discover, watch and learn on ice

Beyond movies and television, *ice* offers a diverse range of entertainment and learning experiences, including uTalk, with lessons across 15 languages including Arabic, Mandarin, Spanish, and French. Music and culture enthusiasts can also discover "The Emirates Guide to the Organ," an exclusive two-and-a-half-hour *ice* production tracing the instrument's historical journey.

Passengers can also stay connected to major sporting moments through live sport onboard much of the Emirates fleet, with highlights including the Premier League, US Open, Formula 1, UEFA Champions League and DP World Tour.

Across all cabin classes on most flights, passengers can explore movies, television, music, podcasts, live news and sport on *ice*, alongside extensive children's programming and up to 100 video games. Young travelers are also provided with specially designed children's headphones for a more comfortable entertainment experience.

Next-generation ice

Emirates continues to enhance the technology behind *ice*, featuring the next generation of *ice*, including 4K and 4K HDR displays, *iceMoments* for discovering content in a short-form video format, eye comfort mode, enhanced live television, spatial audio and dedicated children's features.

Complementing the entertainment experience, Emirates is rapidly rolling out Starlink high-speed Wi-Fi across its fleet, with 55 aircraft now equipped with the service. The rollout enables passengers to stay connected throughout their journey, alongside the extensive entertainment available on *ice*.

Emirates is also progressively introducing its new-generation *Bowers & Wilkins* noise-canceling First Class headphones, expected to be available across the majority of the fleet by the end of the year.