

GOL appoints Anuvu to redefine IFE experience

This is a special feature from the [April 2026 AIX Hamburg issue](#) of *PAX Tech*, on [page 7](#).



GOL Linhas Aéreas selects Anuvu as IFE partner

[Anuvu](#) has been selected by Brazilian airline [GOL Linhas Aéreas](#) (GOL) as its new strategic partner to redefine its inflight entertainment offering.

The companies will work together to elevate the end-to-end inflight entertainment experience, improving quality and delivery by leveraging Anuvu's unique content partnerships, extensive entertainment portfolio and technical services teams. GOL passengers will enjoy a richer, more premium library of TV, film and exclusive partnership content from Anuvu including Formula 1 and HBO Max.

Estibaliz Asiain, EVP Media & Content, Anuvu said, "GOL has always been a true pioneer in aviation in Brazil and Latin America. We are thrilled to support their next chapter by delivering a much-improved content library and more options for their customers to enjoy while onboard. Our teams have already collaborated on a flawless transition to Anuvu, executed with zero service interruption and immediate improvement in product quality and reliability."