# IdeaNova champions airline-owned inflight streaming

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IdeaNova's airline-owned OTT approach brings branded inflight entertainment to seatback screens and personal devices

IdeaNova is promoting an airline-owned approach to over-the-top (OTT) entertainment, giving carriers control over branding, content and the passenger experience while working with existing IFE infrastructure.

The software enables an airline to develop its streaming offering without replacing onboard systems. A hybrid delivery approach loads content from the ground and caches it on aircraft servers, helping keep programming fresh and available during connectivity outages.

This approach, introduced by IdeaNova in 2024, is called edge caching. It enhances the passenger experience, reduces content upload cycles and helps ensure entertainment remains available regardless of connectivity. Edge caching is optional; aircraft with reliable connectivity using Inplay OTT may not need onboard servers.



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“IdeaNova offers another way: an airline-owned OTT experience, built around the airline’s brand, content choices and passengers, not a generic streaming service, that leaves an airline brand out of view of the passenger,” says Juraj Siska, CEO of IdeaNova.

Beyond movies and television, airlines can deliver targeted advertising, highlight sponsored content and promote destinations, creating opportunities to generate advertising revenue while enhancing passenger engagement. Geofencing also allows carriers to manage access in line with studio licensing requirements and passenger needs.

“The goal is to deliver an airline-branded experience that keeps passengers engaged with the airline’s offering, rather than turning to TikTok or a generic OTT,” says Siska.

Instead, IdeaNova aims to bring the convenience and choice of digital platforms onboard, with airlines deciding how passengers discover and access entertainment throughout their journey.

For carriers, the approach offers a way to build passenger connections while retaining ownership of the entertainment experience, from content selection and presentation to revenue generating opportunities such as digital advertising.



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