
IMG to launch second live inflight channel

By **Rick Lundstrom** on May, 12 2016 | Inflight Entertainment



IMG will be launching a compliment to its Sport 24 channel – the round the clock live sports channel produced exclusively for airlines.

Sport 24 Extra will launch June 1. The new channel is an extension of the exclusive relationship between Panasonic and IMG for the provision of Sport 24, the world's only live 24/7 sports channel for the airline industry. Among the events available on the channel are Barclays Premier League, Bundesliga, UEFA Champions League, Formula 1™, NBA, NFL, Ryder Cup, golf majors and tennis Grand Slams.

Roll out of Sport 24 Extra will begin on Emirates and Turkish Airlines. Sport 24 is currently available across 11 airlines.

“IMG’s ongoing collaboration with our partners at Panasonic enabled us to develop Sport 24 Extra which meets the growing desire of passengers wanting to see more premium live sport on airlines,” said Richard Wise, Senior Vice President at IMG Media, in today’s announcement. “We have such an outstanding portfolio of premium sport and the new channel will enable passengers to select from top events taking place at the same time.”

“Sport never stops and neither do Panasonic and IMG. We’re bringing a constantly improving and evolving inflight experience,” said David Bruner, Vice President, Global Communications Services at Panasonic Avionics. “The launch of the Sport 24 Extra channel reinforces the importance we place on enhancing the in-flight experience for passengers all over the world through continued innovation.”

Panasonic’s eXTV television network uses the company’s eXConnect in-flight Ku-band communications service, including the same Ku antenna and onboard components, to deliver television programming to passengers during their flight. It provides live, uninterrupted content to aircraft flying all over the world, even over oceans.