

JetBlue and Peacock sign exclusive streaming partnership



Peacock, NBCUniversal's streaming service, will also be integrated into JetBlue's TrueBlue program loyalty program

[Peacock](#) will become the exclusive streaming partner of [JetBlue](#), following a first-of-its-kind partnership with the [NBCUniversal](#) streaming service.

From Spring 2023, passengers will be able to watch a selection of Peacock Originals for free from their on-demand seatback screens. In addition, using JetBlue's free high-speed Fly-Fi®, customers will be able to stream Peacock's full offerings from their own devices including original series, live sports, movies, fan-favorite shows, and news.

The partnership will also be extended into the airline's revamped TrueBlue® loyalty program. TrueBlue members will have access to special offers on Peacock subscriptions, allowing them to earn points for subscribing to the streaming service, and will be gifted a one-year Peacock Premium subscription, included with eligible TrueBlue Mosaic status. The partnership will also offer customers innovative promotions including personalized marketing communications, experiential activations and additional surprise and delight moments.

"As we were working to bring Peacock to viewers at 30,000 feet, JetBlue emerged as the perfect like-minded partner — a brand that puts its customers first, prides itself on innovation and believes that you can do it all and have some fun in the process," said Annie Luo, EVP, Global Partnerships and Strategic Development, Peacock, in a December 15 press release. "From a partnership perspective, we know the sky is literally the limit as our teams come together and bring our viewers new experiences from departure to arrival in ways that only our two brands can."

