

JetBlue takes Sport 24 from Panasonic

[JetBlue](#) announced today that it has selected [Panasonic Avionics](#) for its live sports in-flight offering on the airline's Airbus A321 long range aircraft.

The additional content will expand JetBlue's transatlantic inflight entertainment options to include one channel of live sports, Sport 24, with satellite-based streaming facilitated by the airline's connectivity provider. JetBlue's new fleet of Airbus A321LR aircraft due to be delivered from 2021 onwards, will be outfitted with the service.

Panasonic is the exclusive provider of Sport 24, the world's first and only live in-flight sports platform. It broadcasts 24-hours a day, 365 days a year, connecting airline passengers to more than 16 hours of premium live content from more than 30 global sports leagues each day.

From 2021, JetBlue's passengers will be able to enjoy all the live action from the world's top sporting events, including the NFL, NBA, NHL, all four Tennis Grand Slams, all four Golf Majors, the NRL, the UEFA Champions League, English Premier League, Bundesliga, and more. Dwell time for the programming is nearly three times higher than popular US sports channels, says Panasonic.