

Penny Black Media marks 15 years with refreshed brand identity and film slate



Penny Black Media is exhibiting Booth #1529 at APEX Global EXPO 2025

[Penny Black Media](#) has unveiled an updated brand identity, website and enhanced film catalogue, marking its 15-year anniversary at APEX Global EXPO, taking place from September 9 to 11 in Long Beach, California.

The rebrand features a new logo, a redesigned website and a bespoke portfolio of carefully selected films, which includes high-profile Hollywood releases and a revitalized *World Cinema* selection, returning after a long hiatus. Coinciding with its 15th anniversary, Penny Black's refresh comes as independent and international cinema continues its global ascent. Non-English titles now account for nearly one-third of all Netflix viewing, and independent films made up more than 21 percent of the global box office in both 2023 and 2024, the September 9 press release said. Penny Black Media's renewed focus on thoughtful curation aligns with this shift in global audience appetite.

"This is not just about a fresh logo or a sleek website – it is a complete evolution," said Julieta Bowyer, VP Content Distribution at Penny Black Media. "Over the past year, we've meticulously transformed how we operate, selecting more titles than before, but also a more carefully picked selection of stronger titles with genuine global appeal. Our slate is now tighter, sharper and curated with an eye for distinctive, yet universally compelling storytelling. It is about delivering impact, not filling slots."

Penny Black Media's proactive presence at premier international film festivals is unique among distributors to the inflight market. Company staff attend major calendar dates such as Cannes, Venice, and Berlinale, which enables it to pinpoint groundbreaking films before they trend and deliver culturally relevant programming. Additionally, Penny Black Media's revamped website provides airlines with intuitive access to detailed film information, streamlined downloads and edited screeners, delivering a seamless user experience.

The refreshed strategy has generated significant interest, attracting new airline clients for the supplier.

"Our commitment remains quality over quantity," said Bowyer. "Airlines face a glut of content options, and our role is to cut through that noise. We carefully select each title with a critical eye, identifying standout films that others would miss. It's why our clients trust Penny Black Media as the go-to for standout films, seamless delivery, and unrivalled support."

Penny Black Media invites industry colleagues to celebrate its relaunch at an exclusive Happy Hour event at [APEX Global EXPO](#) on Wednesday, September 10, from 4 to 5 p.m. at Booth #1529.