

Pokémon partners with Anuvu as global aviation distributor



Anuvu signs agreement with The Pokémon Company International,

[Anuvu](#) has signed an agreement with [The Pokémon Company International](#), one of the world's most iconic and influential entertainment brands. This partnership will bring an expansive collection of Pokémon animated films and series to airline cabins, offering passengers fresh ways to experience one of the world's most beloved entertainment IPs.

Through this agreement, Anuvu will introduce a library of Pokémon films and TV series to various airlines, including multiple seasons from the original animated series and several celebrated cinematic titles, such as "Pokémon the Movie: I Choose You!" and "Pokémon the Movie: The Power of Us."

"Pokémon is more than a franchise, it's a global phenomenon that inspires joy across multiple generations," said David Horan, Content Acquisition and Partnership Manager, Anuvu. "Its enduring popularity makes it a perfect addition to our library, and we are beyond thrilled to help airlines deliver the world of Pokémon to millions of passengers."

Pokémon remains one of the most beloved entertainment franchises in the world, consistently ranked among top global licensors, with its animated universe airing in more than 190 countries and regions.

Anuvu is dedicated to introducing major entertainment brands to non-theatrical markets.