

PressReader brings digital content to Singapore Airlines



PressReader is providing premium publications to SIA

[PressReader](#), a digital newspaper and magazine platform, is providing a wide range of premium publications to Singapore Airlines ([SIA](#)) passengers to elevate the inflight entertainment experience.

Since August 1, 2024, PressReader has provided SIA's passengers access to a curated selection of over 1,400 international newspapers and magazines in 32 content categories such as Parenting and Family, Crafts and Hobbies, as well as Photography and Aviation. The content will be available on the SingaporeAir mobile app for download from 48 hours before their flights departs to 48 hours after travellers arrive at their destination.

SIA KrisFlyer members have an additional seven days of access after arrival, and SIA Priority Passenger Service (PPS) Club members can continue to enjoy e-Library access up to 30 days after arrival.

This custom catalogue includes titles such as The New York Times, The Economist, Financial Times, Bloomberg Businessweek, Foreign Affairs, Los Angeles Times, La Vanguardia, The Globe and Mail, The Wall Street Journal, The Guardian, Newsweek International, Le Figaro, Vanity Fair and Yazhou Zhoukan.

With PressReader, SIA passengers can access reading features such as text-to-speech, text view, translation and an index page that shows all the sections of a given publication, the January 22 press release said.

"This is an incredible opportunity for PressReader to expand our user base internationally and strengthen our presence in the Asian market," said Carlos Martínez, Director of Commercial Aviation and Ground Transportation Partnerships at PressReader. "It also allows us to reinforce our position as

a leading digital content provider in the airline industry and helps us to continue our expansion in this market.”

Having PressReader’s technology integrated into the SingaporeAir mobile app allows users to access publications seamlessly from within the airline’s own application without downloading an additional app.

“Our Embedded SDK solution gives Singapore Airlines full control over the overall brand and feel of their customer’s journey,” said Martínez.