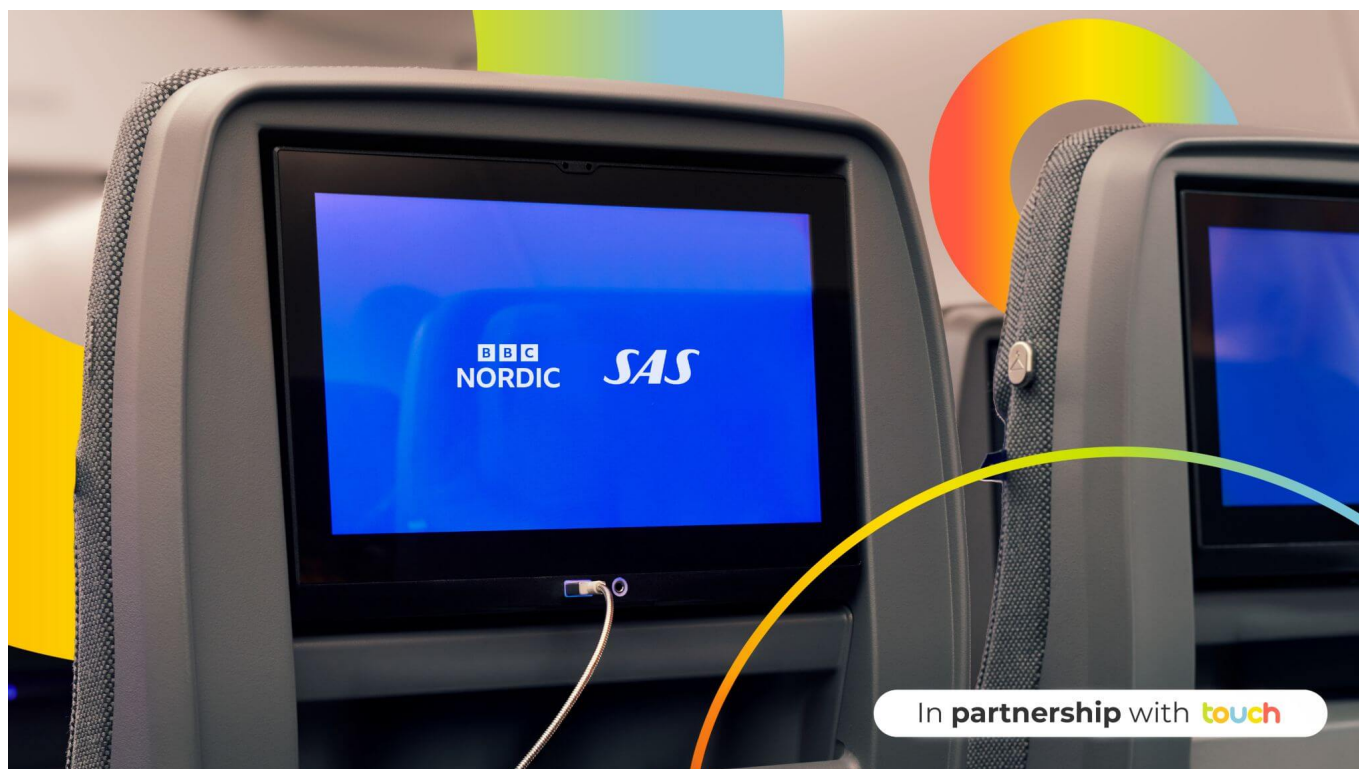


SAS Airlines brings BBC Nordic onboard

This is a special feature from the [April 2026 AIX Hamburg issue](#) of *PAX Tech*, on [page 7](#).



Touch brokers partnership for SAS to bring BBC Nordic on-demand channel onboard

In a partnership brokered by [Touch Inflight Solutions](#), Scandinavian Airlines ([SAS](#)) has become the first airline to launch a dedicated BBC Nordic on-demand channel onboard. Passengers can now enjoy a premium inflight experience packed with fan-favorite British titles, from murder mysteries to wildlife documentaries.

“Enhancing the inflight experience is a key part of how we continue to evolve SAS as a premium and customer-focused airline,” said Aron Backström, Vice President of Product and Loyalty at SAS Airlines. “Introducing BBC Nordic as a distinct, branded space within our inflight entertainment offering adds further depth and relevance, with high-quality content that resonates strongly in our home markets while appealing to our international travellers. By thoughtfully curating what we offer in the air, we aim to make every journey with SAS more engaging, comfortable, and memorable.”