

Saudia brings FIFA World Cup 26™ onboard via Sport 24



Saudia and IMG are bringing live FIFA World Cup coverage to passengers via Sport24 this summer

[Saudia](#) has announced a new partnership with [IMG](#), to introduce live streaming of the FIFA World Cup 26™ in flight via [Sport 24](#), IMG's live sport channels for the airline and cruise industries. The launch makes Saudia the first airline in Saudi Arabia to offer passengers live access to the global tournament while traveling.

Taking place from June 11 to July 19, live coverage of the FIFA World Cup 26™ will be offered on selected Saudia aircraft equipped with high-speed inflight connectivity. Passengers can watch matches live on their personal devices, keeping them connected to key tournament moments while in the air.

"This launch reflects how we see the future of guest experience at Saudia: more connected, more engaging, and shaped around what matters to our guests. Through our partnership with Sport 24, we are adding a distinctive new dimension to the onboard experience, allowing guests to stay close to one of the world's most watched sporting events while enjoying Saudia's hospitality in flight," said Rossen Dimitrov, Chief Guest Experience Officer, Saudia.

Beyond the FIFA World Cup 26™, the partnership with Sport 24 will give passengers access to a wider year-round portfolio of major global sporting events, including the Premier League, The Championships (Wimbledon), Formula 1, the ATP World Tour, and other leading international competitions.

The launch builds on Saudia's rollout of high-speed inflight connectivity, introduced in late 2025 as part of the airline's broader investment in a more connected onboard experience. The service is

currently available on more than 30 aircraft across Saudia's fleet, with continued implementation planned across existing and new aircraft.