

Spafax brings Barbie to the small screen



Passengers can now watch Barbie branded content on a variety of IFE platforms

[Spafax](#) and [Mattel](#) have partnered to launch a branded Barbie channel on inflight entertainment systems.

Already introduced on airlines including Qatar Airways, British Airways, Iberia Airlines and Aer Lingus, the content is now available to the airline market on various IFE platforms, including on seatback screens and passengers' personal devices.

A variety of Barbie-themed animated programming includes nearly a dozen films such as *Barbie Mermaid Power* and *Barbie Dreamhouse Adventures*.

"It's an exciting moment for Mattel, as we continue our movement into being an IP-driven company with a full franchise approach. This deal with Spafax helps us expand our entertainment offering to consumers, meaning that wherever they are fans of our shows can enjoy the content they love," said Alex Godfrey, VP Content Distribution in an August 9 press release.

"At Spafax, we've always had an instinct for what resonates. This partnership is yet another instance where we've tapped into the global pulse at just the right moment, melding our entertainment know-how with travel expertise amidst the Barbie renaissance," added Emma Gunn, Spafax Director of TV acquisitions and partnerships.