

Spafax brings Sir David Attenborough's storytelling on board



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[Spafax](#) is marking Sir David Attenborough's 100th birthday with a dedicated onboard TV category celebrating the broadcaster's documentaries across several airline partners.

Beginning in May, passengers flying with [Emirates](#), [Lufthansa](#), [Swiss](#), [Austrian Airlines](#) and [Discover Airlines](#) can explore a curated selection of Attenborough programming through the airlines' inflight entertainment systems.

The dedicated category celebrates Attenborough's storytelling and his long career bringing the natural world to audiences around the globe. His documentaries continue to connect viewers with wildlife, landscapes and environmental stories through one of the most recognizable voices in broadcasting.

The initiative reflects Spafax's wider approach to inflight entertainment curation. The company works with studios and airline partners to select content that reflects each airline's brand, audience and passenger journey.

By tailoring programming across routes, regions and cultures, Spafax says it helps airlines deliver entertainment experiences that feel relevant to passengers while showcasing timeless storytelling.

The Attenborough category highlights the role of documentary content in the passenger experience, offering programming that can inspire connection while traveling.

For Spafax, the celebration also reinforces the value of inflight entertainment as more than a way to

pass the time. It positions content as part of the broader passenger journey, bringing stories on board that inform, inspire and resonate across generations.