

Spafax celebrates 30 years of "Friends" with dedicated IFE channel



The branded channel is available now and will feature a curated selection of 108 episodes from across the show's 10 seasons

[Spafax](#) is bringing a comforting classic to inflight entertainment. This September marks the 30-year anniversary of the beloved American sitcom *Friends*, and to celebrate the occasion, Spafax, has announced the launch of a special IFE channel, "30 Years of Friends."

Passengers gravitate toward reruns of classic TV shows, which offer a sense of nostalgia and reliability amid the hustle of travel, Spafax said in its press release. *Friends* embodies this trend with its timeless humor and relatable characters.

"*Friends* has been a passenger favorite for as long as it's been available for IFE," said Rachael Harris-Boyce, Senior Account Director at Spafax. "The show's relatable characters, hilarious jokes, and incredible on-screen chemistry between the actors make it universally accessible. Whether you're watching Ross and Rachel's rollercoaster romance for the first time or the fiftieth, *Friends* brings a sense of comfort that's hard to beat. We are excited to offer this dedicated channel and are confident it will resonate deeply with passengers."

The "30 Years of *Friends*" channel will feature a curated selection of 108 episodes from across the show's 10 seasons, allowing passengers to indulge in binge-worthy nostalgia during their flights. This offering represents an opportunity for airlines to cater to passengers' desires for familiar, feel-good content, a trend increasingly influencing IFE strategies across the industry.

Friends had its TV debut on September 22, 1994 with the airing of the pilot episode, "The Pilot" (also known as "The One Where Monica Gets a Roommate", "The First One" and "The One Where It All Began"). The series averaged 25 million viewers per week throughout its ten-season run, with the series finale airing on May 6, 2004.