

Stellar Entertainment becomes Content Service Provider for Tigerair Taiwan



Stellar Entertainment has been selected as the CSP for Tigerair's first-ever IFE experience

[Stellar Entertainment](#) has announced its appointment as the Content Service Provider (CSP) for Tigerair Taiwan, supporting the Taipei-based airline's first inflight entertainment offering across its A320 fleet.

Working in conjunction with [Bluebox Aviation Systems](#)' wireless IFE platform, Stellar will curate and license a rich content catalogue including Hollywood blockbusters, regional favourites and popular TV titles, delivered directly to passengers' personal devices via Bluebox Wow. With Tigerair Taiwan launching IFE for the first time, this deployment introduces a new digital touchpoint across the airline's network, and Stellar's role in shaping what passengers watch from day one is a responsibility we're proud to carry.

As Taiwan's first and only low-cost carrier with an extensive network across Asia, Tigerair Taiwan's passengers bring diverse tastes and expectations to every flight. Stellar's programming team will draw on its relationships with Hollywood studios, independent distributors and Asian content partners to craft a curated library that resonates with travelers across the network.

Commenting on the collaboration, Stanley Ng, Senior Vice President of Business Development, Stellar Entertainment, said the focus is on delivering meaningful improvements for passengers.

“We are thrilled to be part of such a meaningful launch moment for Tigerair Taiwan. Introducing inflight entertainment for the first time is an exciting opportunity, and we want passengers to feel that excitement from their very first interaction with the content. Our team will bring the same passion and expertise we apply across all our airline partnerships to ensure this catalogue really delivers,” Ng said.

Bernard Hsu, Chief Commercial Officer and Spokesman, Tigerair Taiwan, added, “Partnering with Stellar as we launch our inflight entertainment offering gives us confidence that our content will meet the expectations of our passengers from the very beginning. A strong content library is central to the digital experience we're building, and Stellar's expertise in the region made them the right choice.”

Beyond the initial launch, Stellar and Tigerair Taiwan are well-positioned to grow the content offering as the airline expands its digital services, the May 12 press release stated. This partnership further strengthens Stellar's footprint across the Asia-Pacific region and underscores our commitment to supporting carriers of all sizes, from global flag carriers to dynamic low-cost airlines, in delivering memorable onboard entertainment experience.