

Stellar launches automated IFE microsite for Vietnam Airlines



Powered by Stellar Entertainment's proprietary pixL™ platform, the new airline-branded microsite lets Vietnam Airlines passengers browse upcoming IFE before departure

As the IFE Content Service Provider for [Vietnam Airlines](#), [Stellar Entertainment](#) has launched an [inflight entertainment microsite](#) for its passengers. Built and managed through Stellar's proprietary pixL™ platform, the microsite runs on an automated content pipeline, keeping it current with every programming cycle with minimal manual work.

The microsite gives travelers a place to explore onboard content before they fly, extending Vietnam Airlines' LotuStar inflight entertainment offering beyond the cabin. Passengers can browse the upcoming film and TV line-up, discover new titles and plan their viewing ahead of departure, all through a revamped, purpose-built, airline-branded experience.

Automated cycle updates

At the core of the microsite is Stellar's pixL™ platform, which handles the end-to-end workflow from content ingestion to passenger-facing publication. When a new programming cycle is confirmed, pixL™ automatically populates the microsite with updated titles, metadata, synopses and artwork, eliminating the need for the team to manually update content listings each month. That keeps the microsite aligned with the current onboard offering without added effort from the airline or CSP.

This automation is particularly valuable at scale. With Vietnam Airlines operating a fleet of 83 aircraft with Panasonic and Thales seatback systems, as well as AirFi and Bluebox portable platforms, the volume and variety of content across each cycle are substantial. pixL's automated pipeline ensures the microsite reflects the full breadth of that content accurately and on schedule.

Advertising banner control via the Stellar IFE Portal

Alongside automated content updates, Vietnam Airlines has full, real-time control over advertising banner placements on the microsite through the Stellar IFE portal. The airline's team can update promotional banners at any time, independently, without raising a request with Stellar. That means fast, flexible management of campaign messaging, partner promotions, or seasonal announcements as needs shift throughout the year, and the ability to act on commercial opportunities without waiting on a content cycle or technical involvement from Stellar's team.

"Building a passenger-facing microsite that stays fresh every cycle has traditionally meant significant manual work. Our microsites are integrated with pixL™ and the Stellar IFE Portal, so maintenance is built into how we work, with automated content updates and very few manual touchpoints. Vietnam Airlines can now walk into every new programming cycle knowing their microsite will reflect the latest content automatically, with full control over their promotional presence whenever they need it," said Daniel Jacobs, COO at Stellar Entertainment.

"Inflight entertainment is an important part of the experience we offer, and we are excited about the new look and feel of our refreshed microsite. Knowing the content updates automatically each cycle, and that our team has direct control over our promotional presence, gives us confidence that what passengers see always reflects where we are today," said Tran Thanh Ha, Deputy General Manager, Inflight Service Division, Passenger Service Department, Vietnam Airlines.

The microsite builds on a partnership that has delivered results since January 2026, when Stellar Entertainment became Vietnam Airlines' IFE Content Service Provider. Since then, passengers have seen a noticeably expanded onboard entertainment offering, spanning Hollywood releases, Vietnamese, Japanese, Korean, Chinese-language, and European cinema, Bollywood titles, and a regularly updated rotation of dramas, anime, documentaries, and children's content, all with multilingual metadata and Vietnamese subtitles.