United Airlines brings personal Spotify streaming to seatback screens



United Airlines passengers connects their personal Spotify account to a Starlink enabled seatback screen using a QR code to access personalized inflight entertainment

United Airlines has expanded its partnership with Spotify, becoming the first airline to allow passengers to stream content from their personal Spotify accounts directly on seatback screens.

Powered by Starlink Wi-Fi, the integration allows passengers to access more than 100 million tracks, alongside podcasts, audiobooks, videos and personalized playlists through United's inflight entertainment system.

Passengers on eligible flights can access their accounts by scanning a QR code displayed on the seatback screen and completing a secure login through their personal device.

Once connected, passengers can resume content where they left off, browse personalized recommendations and save new favorites to their Spotify library.

The integration also allows passengers to use their smartphones as remote controls to browse content and manage playback without touching the seatback screen. Accounts are automatically logged out at the end of each flight.

"Our customers are used to streaming entertainment that is tailored to them, and that level of personalization should not stop when they board one of our planes," said Andrew Nocella, Chief Commercial Officer, United Airlines, in a November 5 news release.

The enhanced service builds on United's initial Spotify partnership, introduced in June 2025, which brought more than 450 hours of curated music, video podcasts and audiobooks to its seatback entertainment system.

Since the initial launch, more than 2.3 million passengers have consumed more than 1.9 million hours of Spotify content onboard.

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"Bringing personal Spotify accounts to United seatback screens is a major milestone, creating a new way to experience Spotify in flight," said Ian Geller, Vice President of Business Development, Spotify.

United plans to expand the Spotify integration across half its fleet by spring 2027.

The airline currently offers more than 181,000 seatback screens, covering approximately 85 percent of its mainline fleet, with plans to increase that number to more than 219,000 by the end of 2027.

United also expects to complete its fleet-wide Starlink installation by the end of 2027, supporting its continued investment in connectivity and personalized inflight entertainment.

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