

United launches Peacock inflight entertainment channel



United Airlines seatback screen showcasing the new Peacock inflight entertainment channel, featuring a curated selection of popular series and originals

[United Airlines](#) has introduced an inflight entertainment channel in partnership with NBCUniversal's [Peacock](#), expanding its onboard content offering with a curated selection of popular series and originals.

The Peacock channel launched May 1 and is available across more than 160,000 seatback screens, as well as on personal devices via the United mobile app. The move adds to United's broader strategy of enhancing the onboard entertainment experience with premium, recognizable content.

At launch, passengers can access select episodes from Peacock titles including *The Traitors* (Season 4), *All Her Fault*, *The Paper* and *Poker Face*. Additional programming, including *The Copenhagen Test* and *Ponies*, is expected to be added in June, with new Peacock originals set to roll out regularly.

"Entertainment plays a central role in the onboard customer experience, and we are continuing to expand both the quality and variety of what is available," said Dominic Green, Director of Inflight Entertainment at United Airlines. "With these popular series from Peacock, we're introducing a standout lineup of widely recognized series to our seatback screens and personal device entertainment."

The new channel builds on United's existing inflight entertainment library, which includes more than

450 movies, 1,000+ TV episodes and more than 140 hours of podcast content. In total, United now offers more than 1,600 hours of content across its fleet.

United has also invested heavily in inflight entertainment technology, with more than 800 aircraft equipped with Bluetooth-enabled seatback screens. The airline is continuing to roll out new aircraft featuring 27-inch 4K OLED seatback displays, among the largest offered by a U.S. carrier.

The addition of Peacock content complements United's existing partnerships with platforms such as Apple TV+, HBO Max, A24 and Spotify, reinforcing its focus on delivering a comprehensive and premium entertainment experience onboard.

The airline said the Peacock channel provides passengers with greater choice and flexibility in how they watch content during their journey, further strengthening its inflight entertainment offering.