

Viasat logs 3 million live football viewers in the air this summer



More than 3.8 million hours of international football have been watched across nearly 2,000 connected aircraft since early June

[Viasat](#) tells *PAX Tech* that approximately 3 million passengers watched live international football through its Live In-Flight TV service since early June, setting a new benchmark for sports viewing in the air.

The audience is equivalent to more than 36 MetLife Stadiums filled with fans watching in real time at 35,000 feet. Across nearly 2,000 aircraft, passengers logged more than 3.8 million hours of live football viewing.

"With a record 5.2 billion passengers projected to fly in 2026, according to [IATA](#), this latest viewing data reveals an undeniable truth: staying connected is non-negotiable for modern day passengers. And delivering on this demand is emerging as one of the most valuable loyalty drivers for airlines," says Don Buchman, President of Viasat Aviation.

He adds, "Viasat is a long-standing leader of inflight entertainment and connectivity advancements, and our delivery of Live In-Flight TV this summer — be it on a seatback screen or via a passenger's own subscription on a PED — is no different. Ensuring a seamless live broadcast to the whole cabin while simultaneously enabling everything else passengers are doing online, is the new technical standard we measure by."

The data highlights growing demand for live, high-bandwidth content as airlines look to differentiate the connected passenger experience through both seatback and personal-device entertainment.