

Virgin Atlantic partners with Stellar for a premium inflight audio experience



Stellar Entertainment will deliver a bespoke audio experience that reflects Virgin Atlantic's innovative brand and commitment to fresh, dynamic passenger experiences

[Stellar Entertainment](#) and [Virgin Atlantic](#) have announced an inflight audio content partnership, drawing on Stellar Entertainment's access to audio content across the music industry. The collaboration delivers a bespoke audio experience that reflects Virgin Atlantic's innovative brand and commitment to fresh, dynamic passenger experiences.

Stellar Entertainment's industry relationships, including partnerships with three major record labels and a broad network of independent labels, give Virgin Atlantic access to content unavailable through other providers, the January 6 press release said. From chart-toppers and timeless classics to niche genres and emerging talent, customers enjoy a breadth and diversity of audio that sets Virgin Atlantic apart. Virgin Atlantic's passengers will benefit from Stellar's ability to access major label libraries and independent releases, offering greater choice, fresher content and something for even the most discerning music enthusiasts.

Sam Allen, Chief Executive Officer at Stellar Entertainment said, "Our partnerships across the music industry give us the ability to source and deliver content others simply cannot. We work directly with the major labels and a broad network of independent partners, which means Virgin Atlantic can offer a mix of music that feels current, interesting and authentic."

The inflight experience features mood-enhancing music as soon as boarding starts, and depending on the time of day, an ambience is created with an upbeat daytime playlist or mellow sounds to help passengers relax and wind down for a restful night's sleep. On offer throughout the flight is an

extensive selection of curated album collections and playlists, designed to enhance every stage of the journey.

The partnership also extends Virgin Atlantic's audio presence through the airline's Spotify channel, where anyone can tune in to the new monthly playlists, reflecting the carrier's energy and personality. This multi-platform approach transforms audio from a traditional inflight feature into a valuable engagement tool, allowing passengers to relive their journey or preview the next one.

Cathy Walters, Manager – Inflight Entertainment, Content at Virgin Atlantic said, "In a competitive market, creating an experience that connects with guests beyond their flight is a powerful differentiator. Through Stellar Entertainment's expertise and access to music, we are building an audio presence that feels memorable and authentic, underpinning our entertainment heritage and continuing to engage with our customers long after their journey."

Stellar Entertainment will continuously refresh and update the audio content, including monthly updates to Virgin Atlantic's Spotify channel, ensuring passengers always have access to the latest releases alongside timeless favourites.

This partnership marks a significant step forward in Virgin Atlantic's mission to deliver entertainment that reflects its spirit of creativity and innovation. The enhanced audio content is now available across Virgin Atlantic's fleet.