

Anuvu and British Airways announce content partnership



British Airways has selected Anuvu as an inflight content partner

[Anuvu](#) has announced a content partnership with [British Airways](#). Under the agreement, Anuvu will bring inflight entertainment content to the U.K.'s flag carrier.

"Through this collaboration, we are curating a broad, diverse and thoughtfully tailored entertainment offering for British Airways' global customers, blending international blockbusters, critically acclaimed series and locally resonant titles that reflect the routes and regions the airline serves," the company said via LinkedIn.