BBC Studios expands BBC Player inflight offering through RAVE Aerospace partnership



BBC Studios is bringing BBC Player to airlines on the RAVE OS 2 Open Platform in partnership with RAVE Aerospace

BBC Studios has announced a partnership with RAVE Aerospace to bring BBC Player to airlines on the RAVE OS 2 Open Platform.

Developed for inflight entertainment seatback systems and soon passenger electronic devices, the BBC Player app will enable airlines to offer passengers seamless access to a continuously refreshed curated selection of premium BBC Studios content while they fly. Airlines flying with RAVE will be able to add BBC Player to the inflight experience from the App Marketplace as part of RAVE OS 2 Open Platform.
For the first time, it will also enable passengers to enjoy many of BBC Studios' most anticipated programmes closer than ever to their original broadcast dates, delivering a more contemporary and relevant entertainment experience in the air.

BBC Player brings together some of BBC Studios' most iconic brands, including BBC Earth, BBC News, BritBox, BBC Kids and CBeebies, creating a destination for premium storytelling at 35,000 feet. With

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an extensive and regularly updated collection of BBC Studios content spanning factual entertainment, documentaries, drama, comedy, lifestyle, children's and BBC News programming, passengers can easily discover new programmes and continue enjoying the types of content they know and love from home.
The new development marks another milestone in BBC Studios' continued expansion of BBC Player across the inflight entertainment sector, helping airlines enhance their passenger experience with trusted, premium content.

Zina Neophytou, SVP Out of Home and BBC News Commercial Development, BBC Studios, said, "We are delighted to partner with RAVE Aerospace to expand the reach of BBC Player inflight through the innovative RAVE OS 2 Open Platform. As airlines increasingly embrace connected experiences, passengers are looking for greater choice, convenience and access to high-quality content. By bringing together RAVE Aerospace's cutting-edge technology and BBC Studios' unrivalled catalogue of award-winning programming via BBC Player, we are helping airlines create a more compelling and differentiated inflight entertainment experience for travellers worldwide."

Ben Asmar, VP Strategy, Marketing and Corporate Development, RAVE Aerospace, said, "Partnering with BBC Studios to bring BBC Player to our airline customers is incredibly exciting. We see this as the future of content curation and delivery. It is what passengers expect, and it is great to see BBC Studios blazing the trail. The RAVE OS 2 Open Platform was built for exactly this. Airlines will be able to add apps from world-class content partners through the RAVE App Marketplace faster than ever, without a lengthy integration project. Launching with BBC Studios, one of the most trusted names in entertainment and news, sets the bar for what our marketplace will become."

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