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[Spafax](#) has announced the renewal of its longstanding partnership with [Korean Air](#), continuing a successful inflight entertainment (IFE) collaboration that began in 2019. The renewed agreement reflects Spafax's commitment to providing Korean Air with IFE solutions, leveraging innovative technology, data analysis and content curation strategies.

Having taken effect on October 4, this next phase of the partnership will focus on enhancing operational efficiency, transparency and passenger engagement for the airline, the October 29 press release said.

After a thorough RFP process initiated in March, Korean Air selected Spafax as its ongoing IFE partner. Korean Air has relied on Spafax's expertise to deliver engaging Hollywood and Western content.

In addition to content curation, Spafax will introduce Spafax ONE. This new client platform offers Korean Air a comprehensive, one-stop solution for tracking movie availability, onboard content and media delivery status. Integrating all IFE-related features into this platform will streamline workflows and boost operational efficiency. Furthermore, Spafax IQ, the company's data analysis tool, will provide Korean Air with deeper insights into passenger preferences, allowing for more tailored and effective content decisions.

"We are thrilled to extend our partnership with Korean Air and continue to support their inflight

entertainment services. This renewal reflects the trust we have built and the passion we bring to our work. With our new tools and technologies, we're excited to help Korean Air deliver an even better entertainment experience for their passengers," said Grace Li, Regional Director, APAC, Spafax.

"Korean Air's decision to renew our partnership is a testament to the value we provide in terms of service delivery and innovation. We've expanded our teams and enhanced our product offerings to meet their needs, and we're confident these improvements will lead to even greater success in the years ahead," said Jean-Marc Thomas, APAC Managing Director, Spafax.

Spafax will support Korean Air with promotional content projects, offer new IFE and marketing campaigns on demand and provide strategic recommendations for the annual curation strategy. Introducing these services marks a new chapter in the partnership. With the introduction of Spafax ONE and Spafax IQ, Korean Air will have the tools to make intelligent IFE decisions to benefit its inflight operations.