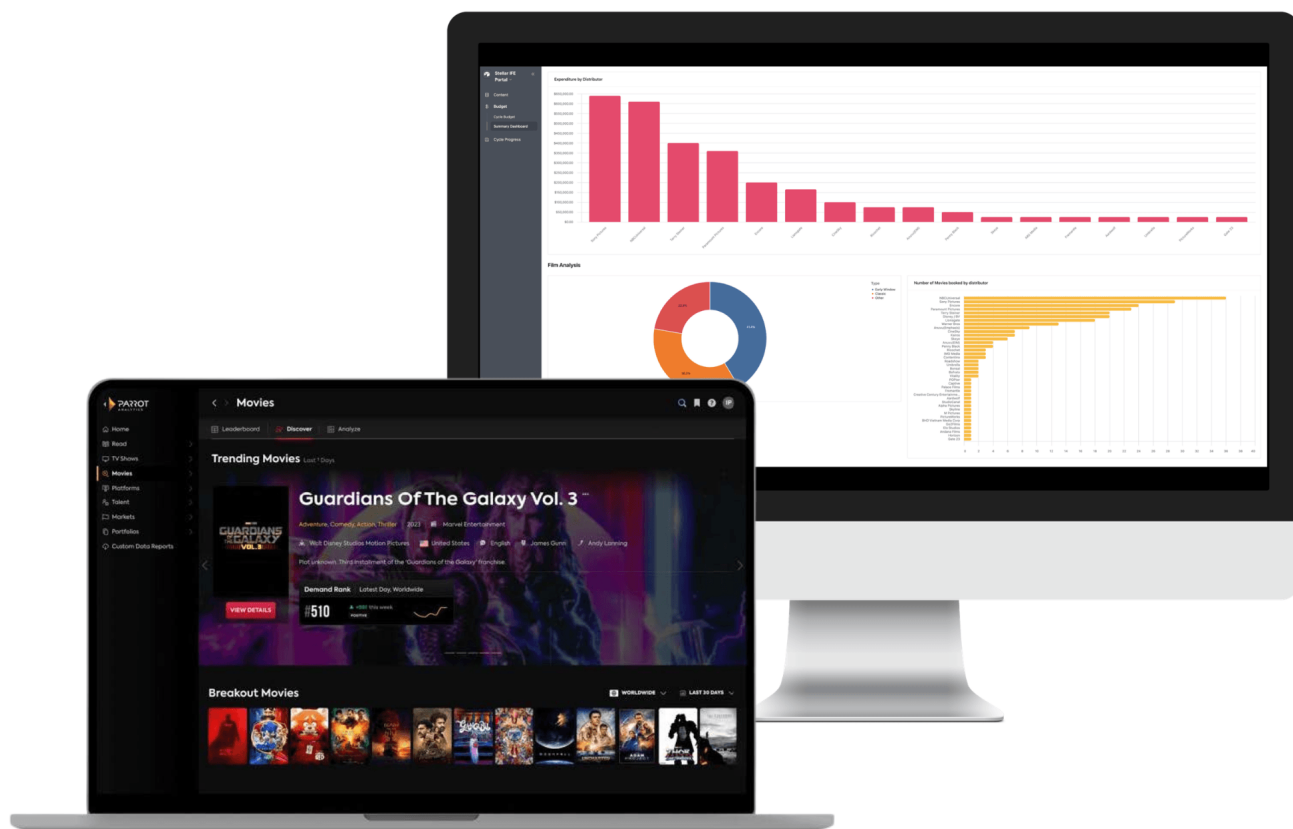


Stellar and Parrot Analytics to bring data analytics to IFE portal



Parrot Analytics selects Stellar for multi-year partnership

[Parrot Analytics](#) has announced a multi-year customer partnership with [Stellar Entertainment](#). This partnership integrates real-time, title-level strategic decision support into the selection process, helping teams move faster and back their content investments with data.

Over the years, Stellar Entertainment has invested heavily in a centralized content database and a digital workflow through its pixL™ ecosystem. Content is licensed and ingested by Stellar, enabling airline customers to self-select titles based on budget, availability and regional needs. This modernized approach supports Stellar's work with major airline partners, including the Qantas Group, American Airlines, Air Astana, and China Airlines, as they build entertainment lineups for increasingly diverse route networks.

“Airlines are increasingly selecting content in a self-serve environment, where budget decisions are made in real time,” said Sam Allen, CEO of Stellar Entertainment. “As that decision moment moves into the interface, we’re supporting programmers’ intuition with objective demand signals. By integrating Parrot Analytics’ demand intelligence into our workflow, we’re giving airline teams a trusted metric to make faster, more confident choices while keeping the selection process simple.”

As catalogues expand and audience tastes diversify beyond traditional Hollywood-centric content, Stellar is adopting a more data-driven approach. This supports both Stellar's own licensing decisions and airline customers' daily content choices, the March 16 press release said. Parrot Analytics

provides the global strategic intelligence layer that helps organizations understand content value, inform curation and licensing decisions and drive predictable success.

The company's strategic intelligence platform, DEMAND360 Enterprise, will support Stellar's internal licensing and renewal decisions with market-level context, including audience demographics. A custom integration surfaces these insights as a simple metric for each title within Stellar's portal workflow.

"Stellar is building a modern, platform-centric model for inflight content selection, and that model needs certainty built in," said Hema Patel, Partnerships Director, APAC at Parrot Analytics. "By leveraging our global entertainment intelligence, Stellar can embed strategic decision support directly into the content selection workflow, helping airline teams move stellargroup.com faster, de-risk content investments with confidence, and program content that better matches evolving tastes across regions."

For Stellar, this delivers a stronger portal experience for airline customers and a more rigorous framework for licensing and renewal strategies as route networks expand into new and emerging markets. This integration advances Stellar's focus on simplicity by presenting a clear, actionable demand metric in the portal, while enabling deeper analysis through full platform access.

This partnership extends Stellar's five-decade service heritage into a platform era defined by speed, autonomy and budget accountability.