

West Entertainment and ANA sign multi-year partnership at APEX EXPO 2025



Signing ceremony for ANA and West Entertainment on the APEX Global EXPO show floor in Long Beach, California

[West Entertainment](#) and All Nippon Airways ([ANA](#)), Japan's largest airline, today announced the formalization of their multi-year partnership agreement during a special ceremonial signing event at APEX EXPO 2025. This renewed commitment underscores both companies' dedication to delivering unparalleled passenger experiences, driving innovation in the skies.

The signing ceremony, held at West Entertainment's APEX Booth (#1101) at 10:00 AM, was attended by key executives including Toshiya Shimada, Vice President of Products & Services Planning Department at ANA, and Rick Warren, Managing Partner and CEO at West Entertainment, alongside team members from both organizations. The event highlighted the strong collaborative foundation built over their existing relationship and signaled new projects for enhanced passenger satisfaction.

"We are incredibly proud to formalize this multi-year partnership with ANA, an airline renowned for its commitment to passenger comfort and innovation," said Rick Warren, Managing Partner and CEO at West Entertainment. "This agreement is a testament to our shared vision for the future of inflight

entertainment. We have big plans brewing, and this extended collaboration will enable us to bring even more exciting and engaging content experiences to ANA's discerning passengers."The expanded partnership will see West Entertainment continue to provide ANA with a diverse and meticulously curated selection of IFE content, leveraging advanced digital workflows and creative solutions. The collaboration is set to explore new avenues for passenger engagement by a highly curated selection that meets the diverse needs of our passengers, which will further elevate ANA's award-winning onboard service.

"ANA's content strategy is to carefully curate on-board content by leveraging customer preferences and viewing data with a new analysis tool developed with West" said Toshiya Shimada, VP of Products & Services Planning Department at ANA. "Our goal is to provide an even better customer experience by enriching our offerings with leading global streaming platforms in the near future. We are confident that West's future developments will enable ANA to reach even greater heights."

Both companies expressed enthusiasm for the future of the partnership, emphasizing a shared commitment to pushing the boundaries of inflight entertainment and setting new industry standards.