

# Stingray partners with Anuvu to bring curated streaming content to cruise passengers worldwide



Stingray and Anuvu bring curated streaming audio and video content to cruise passengers

[Stingray](#), a connected streaming media company, has partnered with [Anuvu](#) to deliver curated audio and video content to cruise passengers worldwide, marking a significant step forward in onboard entertainment.

Under the agreement, Anuvu will act as the official distribution partner for Stingray's content across the global cruise industry, enabling one of the first fully licensed deployments of streaming audio and video at scale in the maritime sector.

The partnership expands Anuvu's MTN-TV offering with a new lineup of content designed specifically for cruise environments. Two curated collections, Music & Concerts and Moodscape, will introduce more than 15 new channels onboard.

The Music & Concerts lineup includes channels such as Stingray Music Greatest Hits, featuring tracks from the 1970s through today, alongside Qello Concerts, offering full-length performances and artist documentaries.

Moodscape focuses on wellness and relaxation, with ambient video channels including Stingray Naturescape and Stingray Cozy Café, designed to create calming and immersive onboard environments.

"Introducing dedicated audio and video channels to cruise entertainment for the first time marks an exciting milestone for Anuvu and the global cruise industry," said Travis Peterson, Vice President, Product, Non-Theatrical Markets at Anuvu, in a statement.

“Partnering with Stingray enables us to deliver premium music, wellness and lifestyle content that enriches the onboard experience in an entirely new way.”

David Purdy, Chief Revenue Officer at Stingray, said the partnership aligns with the company’s focus on enhancing passenger experiences across travel sectors.

“Our diverse channel offerings, from chart-topping hits to serene wellness content, are designed to enhance every moment of the journey,” he said.

Anuvu’s MTN-TV platform currently serves more than 300 ships worldwide and holds more than 80 percent market share in the cruise entertainment sector, positioning the partnership to reach a broad global audience.