

Saudia Group partners with Saudi Projects to elevate IFE content



Khaled Tash, Group Chief Marketing Officer at Saudia, and Eng. Mishal Al-Qassim, Founder and CEO of Saudi Projects, sign content partnership agreement

[Saudia Group](#) has signed a partnership agreement with [Saudi Projects](#), a media platform, in a strategic initiative to enhance local media content and to enrich its inflight entertainment experience. This collaboration brings episodes of media programs on Saudi Projects' roster to Saudia's BEYOND entertainment system.

The agreement was signed by Khaled Tash, Group Chief Marketing Officer at Saudia, and Eng. Mishal Al-Qassim, Founder and CEO of Saudi Projects.

Saudi Projects' media programs are set to be featured in the "Discover Saudi" library of Saudia's BEYOND IFE system, providing passengers with insights into the Kingdom's development projects. This initiative aligns with the objectives of Saudi Vision 2030, focusing on tourism, economic growth and enhancing the "Quality of Life" Program.

"This partnership brings numerous advantages, particularly in strengthening local content, which is a central focus of Saudia's new strategic direction. Our BEYOND entertainment system now offers 243 hours of diverse local content, available in both visual and audio formats. This initiative not only broadens the entertainment choices for our guests but also enhances a key aspect of their travel experience," said Tash.

Al-Qassim said that this agreement will support Saudi Projects platform in expanding its publishing channels and reaching various audience segments, aiming to achieve the highest levels of engagement with all its programs and media products.