

Virgin Atlantic and IMG bring live sport to the skies via Sport 24



Virgin Atlantic has added Sport 24 to its IFE lineup in time for this summer's live sporting events

[Virgin Atlantic](#) has partnered with [IMG](#) to bring live sport to the skies via [Sport 24](#), helping passengers stay connected to the moments that matter most.

Available on Starlink-equipped aircraft, passengers can access the Sport 24 and Sport 24 Extra channels on their own devices for free by connecting to Virgin Atlantic's streaming-quality Wi-Fi. Whether settling into their seat before take-off, cruising at 35,000 feet or counting down the minutes to landing, fans can enjoy live sports content such as FIFA World Cup 26™ on Sport 24 from boarding to arrival.

The partnership will bring passengers closer to the action just in time for a summer packed with sport, with more than 6,000 hours of live sport including football, tennis, basketball and motorsports available on Sport 24's channels. Owned, operated and licensed by the global sports marketing agency IMG, Sport 24 is the first live sports channel created specifically for airline and cruise passengers.

The launch builds on Virgin Atlantic's rollout of free, high-speed Starlink Wi-Fi for Flying Club members, delivering streaming-quality connectivity throughout the journey. Already available on one third of the airline's fleet, with the final A350 fitted more than five months ahead of schedule, Starlink helps passengers stay connected to the people, content and experiences they love, with full fleet connectivity planned for 2027.

Juha Jaervinen, Chief Customer Officer, Virgin Atlantic, commented, "Whether you are travelling for business, heading off on holiday or flying home, nobody likes missing a big sporting moment. With Sport 24 available on our growing Starlink-enabled fleet, customers can be part of the action from start to finish – another way we are taking connectivity to new heights."

Richard Wise, SVP, Content and Channels, IMG, said, "Sports fans want to stay close to the action wherever they are, and travel shouldn't mean missing out. Sport 24 is the market-leading live sport partner in the air and at sea with an unmatched portfolio of live sport including the FIFA World Cup 26™, The Championships (Wimbledon), The Open, and much more. With 14 years of proven delivery, supported by the global knowledge, insights and expertise of IMG, we are a trusted partner for airlines worldwide."