

Virgin Atlantic to stream Sugababes live performance with Starlink Wi-Fi



The Sugababes will be taking to the sky on May 26 at 20:00 BST

[Virgin Atlantic](#) is set to take connectivity to new heights with a special live performance from the girl group, Sugababes. Live from 35,000 feet, the moment will be streamed in real time via Virgin Atlantic's Instagram to audiences around the world using Starlink Wi-Fi.

Mutya Buena, Keisha Buchanan and Siobhán Donaghy will take to the skies performing a selection of their fan-favourite tracks alongside an exclusive onboard Q+A, with fans able to submit requests in real-time via the livestream. The gig will take place in the Upper Class social space, The Loft, on Virgin Atlantic's A350 aircraft and streamed globally via Starlink. For one night only, the cabin will transform into a stage above the clouds – connecting music, technology and audiences worldwide in a unique inflight performance.

With thousands of satellites in low Earth orbit, Starlink can deliver multi-gigabit connectivity to aircraft using its Aero Terminal, which can support up to one gigabyte per second per antenna. Beyond this moment, the inflight Wi-Fi will transform the experience for passengers enabling them to stream, browse, shop, game, work, take brief audio calls and message seamlessly across multiple devices, whether travelling in Virgin Atlantic's Economy, Premium or Upper Class cabin.

Virgin Atlantic is now rolling out Starlink Wi-Fi across its fleet, beginning with the A350s, with the program extending across the 787 and A330neo aircraft, as installation progresses. The airline plans to deliver full fleet connectivity in 2027.

Juha Jaervinen, Chief Customer Officer, Virgin Atlantic, said, "This isn't just about introducing Wi-Fi, it's about showing what it can do. By livestreaming a performance from 35,000ft, we are demonstrating the power of Starlink to deliver a seamless, high-quality connection in the air, just as our customers 1

expect on the ground."

Added Jaervinen, "Sugababes are an iconic part of British culture, bringing generations together through their music, so they're the perfect partners for a moment like this, connecting people in the air and on the ground in real time. As we roll out Starlink Wi-Fi across our fleet, this is just the beginning of a more connected, more flexible onboard experience."

The Sugababes said, "We always said the sky was the limit - turns out, it is just the beginning! Taking live music to the skies and turning an airplane into a global stage is unlike anything we've ever done. The idea that fans around the world can experience it with us in real time makes it even more surreal. We can't wait to make history at 35,000 feet. See you above the clouds."

The Sugababes will be taking to the sky on May 26 at 20:00 BST. The performance will be available to watch live on Virgin Atlantic's [Instagram](#) and [TikTok](#).