

APEX reveals Best in Entertainment award winners for 2024



Singapore Airlines is the 2024 award winner for Best in Entertainment - Global

The industry gathered to secure the future of inflight entertainment at the APEX Content Market in Lisbon, Portugal, from March 26 to 27. The event was hosted by the [Airline Passenger Experience Association](#) (APEX) and welcomed buyers and distributors, providing the exclusive opportunity for airlines to select their IFE content in a centralized location.

"APEX Content Market defines the pinnacle of in-flight entertainment, offering an exceptional venue for airlines to establish a higher level of connections with IFE content distributors," said Dr. Joe Leader, APEX GCEO. "This event represents not merely a gathering, but an annual landmark achievement in our industry's commitment to transforming the passenger experience. At APEX Content Market, we foster vital discussions on cutting-edge trends and revolutionary innovations in inflight entertainment, a feat unmatched by any other event and serving as a beacon of collaborative progress in our field."

The event also celebrated the future of IFE with the recognition of the regional winners for the 2024 APEX Best in Entertainment awards. The awards are exclusively based on passenger feedback, collected through the association's partnership with Triplt® from Concur®, the world's highest-rated travel organizing app, the March 27 press release said. The 2024 event marked the first time that every region of the world received its APEX Best in Entertainment award.

2024 APEX Best in Entertainment Global & Regional Winners

Global

Best in Entertainment: [Singapore Airlines](#)

Central/Southern Asia

Best in Entertainment: [Air Astana](#)

Eastern Asia

Best in Entertainment: [ANA](#)

Europe

Best in Entertainment: [Turkish Airlines](#)

Greater China

Best in Entertainment: [Cathay Pacific](#)

Middle East

Best in Entertainment: [Qatar Airways](#)

North America

Best Entertainment: [Air Canada](#)

South America

Best Entertainment: [LATAM](#)

South Pacific

Best Entertainment: [Fiji Airways](#)