

Event review: APEX TECH prompts conversations on connectivity and content

This is a special feature from the February 2026 [Pre-AIX/Middle East Report issue](#) of *PAX Tech*, [on page 36](#).



The panel “Edge Caching and Streaming – Focus on Supply Chain Technology, Standards, Market Dynamics, and Technical Implications of Different Business Models” at APEX TECH 2026 in Los Angeles, CA, USA, was sponsored by Safran

Industry suppliers, airlines, APEX board members and media converged in Los Angeles last month for [APEX TECH 2026](#). At the Sheraton Gateway Hotel Los Angeles, attendees enjoyed two days of insightful discussion panels and workshops, covering topics from the growing prevalence of LEO connectivity to licensing rights for inflight content.

Jonas von Kruechten, member of the APEX Board of Directors, set the tone for the event in his welcome address saying, “Technologies are changing and we are all here to have a genuine exchange. APEX TECH is not meant to be a sales show.”

This exchange of ideas was evident in the conversations both around the tables during the event’s workshops and on the discussion panels.

APEX TECH panelist Glenn Gonzales, Head of Business Development and Partnerships, Siden, highlighted his key connectivity takeaway from the event on LinkedIn in the days following the conference.

“Adding bandwidth does not automatically improve the passenger experience,” Gonzales emphasized. “As pricing models flatten, airlines must shift focus from pure capacity to how data is cached, prioritized and delivered onboard. This shift is changing how inflight connectivity is evaluated, from a procurement decision to a performance and control problem. We are seeing this inflection point show up in more airline conversations every week.”

Attendees and speakers alike were given plenty of food for thought, with Simon Cuthbert, VP, Licensing Programming & Distribution, Anuvu, revealing one of the most useful takeaways from the week’s discussions.

“Public performance is defined by the location, not the device, so both seatback IFE and wireless IFE (yes, even on PEDs) are public performance,” he said, pointing to the question of licensing rights that cropped up in multiple discussions, including the panel “From Studio to Screen: Managing Rights within the Future Content Mix.”

Dimitrios Tsirangelos, Vice President Business Development IFE Technology & Innovation, Spafax, echoed this key talking point about the legal aspects of consuming digital content “in a public area” during an interview with *PAX Tech*.

“There is no such thing as ‘bring your own content,’ because your streaming platform subscription, if you read the terms and conditions, allows you to watch this content at home and not in the cabin of an aircraft,” Tsirangelos explains, pointing to the APEX STREAM and APEX FlightTrack initiatives that are evaluating these kinds of solutions.

He adds that, whatever happens, the most important thing is to protect the rights of the content owners.

Overall, APEX TECH 2026 reinforced the industry’s shared goal of solving real-world operational, legal and passenger experience challenges. From rethinking how connectivity performance is measured to addressing the complexity of content rights in an increasingly digital cabin, the event underscored the value of open dialogue and cross-industry collaboration.