BBC Studios and Panasonic celebrate BBC Player launch in Singapore



Airlines and suppliers gathered at 1-Arden in Singapore this evening to celebrate the launch of BBC Studios' BBC Player in partnership with Panasonic

Marking the launch of its BBC Player in partnership with Panasonic Avionics, BBC Studios welcomed invited industry guests to a celebratory drinks reception at 1-Arden in Singapore on November 17, on the eve of APEX FTE EXPO 2026.

The partnership brings British entertainment to the skies with an authenticated multi-genre SVOD (Subscription Video on Demand) service that allows viewers to watch BBC programs anytime, anywhere.

The evening featured a special panel conversation with BBC News presenter Ben Thompson, Ghosts actor and comedian Kiell Smith-Bynoe and BBC Studios' VP of Title Marketing, Monica Hayes, discussing the global appeal of British storytelling and upcoming content from BBC Studios.

Following the panel, guests enjoyed drinks, conversation, and incredible views of the illuminated Marina Bay Sands below.

BBC Studios and Panasonic Avionics Corporation are both exhibiting at APEX FTE EXPO from

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November 18 to 19 at the Marina Bay Sands Expo & Convention Centre. To learn more about BBC Player, visit BBC Studios at Booth 507 and Panasonic at Booth 705.

See more photos from the event below:



Zina Neophytou, SVP, Out of Home & BBC News Commercial Development welcomes attendees to the event in Singapore

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BBC News presenter Ben Thompson and BBC Studios' VP of Title Marketing, Monica Hayes, discuss the global appeal of British storytelling and upcoming content from BBC Studios

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Thompson and Hayes in conversation on inflight content for kids

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Panel conversation with BBC News presenter Ben Thompson and Ghosts actor and comedian Kiell Smith-Bynoe in Singapore

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PAX Tech Business Editor Robynne Trueman attending the event celebrating the launch of BBC Player in Singapore

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The show Bluey was highlighted as part of the content lineup during the event by BBC Studios

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