



# BRITISH AIRWAYS' FIRST STARLINK FLIGHT TAKES OFF, MAKING THE AIRLINE THE FIRST IN THE UK TO LAUNCH THE FASTEST WI-FI IN THE SKY

News / Airlines



**British Airways' first aircraft equipped with Starlink Wi-Fi took to the skies today, the first flight operated by a UK airline featuring the innovative technology. The 787-8 aircraft bound for Houston is the first in the airline's fleet to be connected, giving customers free access to fast, reliable internet for streaming, working and staying connected. Powered by more than 10,000 satellites in low-Earth orbit, Starlink delivers a more reliable and faster internet experience. Customers will be able to seamlessly work, browse, shop and connect from the air on multiple devices on the fastest Wi-Fi in the sky, with download speeds of up to 500+ Mbps<sup>1</sup>.**

The airline is currently in the process of fitting Starlink onto its 787-8 fleet. Within the next two years the entire British Airways fleet<sup>2</sup> of more than 300 aircraft will have this powerful new

technology, available for all customers, in every cabin, free of charge.

Sean Doyle, British Airways' Chairman and Chief Executive commented on this "a landmark moment": "We're excited to be the first UK airline to bring this level of connectivity to our customers. We know that staying connected matters to people, whether they're travelling for work or heading off on holiday, and Starlink will give our customers fast, reliable Wi-Fi that transforms the onboard experience. This milestone is part of a wider investment in elevating every aspect of our customer journey as we continue to modernise our airline."

The infographic features a central illustration of a British Airways aircraft in flight, with a cutaway view showing the cabin interior. The aircraft is white with the airline's signature red, white, and blue tail. The background is a light blue sky with soft clouds. The infographic is divided into several sections:

- Top Left:** "WELCOME TO THE FASTEST WI-FI IN THE SKY, POWERED BY STARLINK". Below this, it states: "British Airways is transforming the in-flight experience, so the first UK airline to launch Starlink Wi-Fi, we are introducing fast, free and reliable Wi-Fi across all our aircraft, as part of our investment across all areas of the customer journey."
- Top Center:** Logos for "BRITISH AIRWAYS" and "STARLINK".
- Top Right:** "10,000+ Starlink satellites". Below this, it says: "Powered by satellites in low-earth orbit, designed for low latency and global coverage, including over oceans and remote regions, Starlink delivers a more reliable and faster internet experience."
- Middle Left:** "From take-off to touchdown". Below this, it says: "Customers across all cabins will have free access to high-speed connectivity throughout their journey. In some destinations, Speed of Light Wi-Fi will be available to connect to at the airport departure gate."
- Middle Right:** "Embodiment process". Below this, it says: "Starlink is being installed across our fleet by our skilled engineers. Multiple low-profile and lightweight antennas mounted on the fuselage serve each aircraft, with high-speed, low-latency connectivity."
- Bottom Left:** "300+ aircraft". Below this, it says: "will be fitted with Starlink Wi-Fi, rolling out from March 2024."
- Bottom Center:** A central text box: "Customers can experience connectivity that is similar, if not better, than what they can experience in their own home – even at 38,000 feet."
- Bottom Right:** "Speeds up to 500+ Mbps". Below this, it says: "Starlink uses thousands of satellites orbiting at 550 km. This short distance delivers low latency (19 ms) and enables much higher data rates due to stronger signals and the ability to connect to multiple nearby satellites."
- Bottom Row:** Four icons representing services: "Stream your favourite shows" (Seamless HD streaming, no buffering), "Play online" (Low latency for smooth, real-time online play), "Work productivity" (Join video calls, upload files and collaborate), and "Social media" (Post, scroll and share instantly from the sky).

As well as improving the experience for customers on board, who can enjoy home-like connectivity even at 38,000 feet—the same high-speed service will enable the airline's Cabin Crew and Flight Crew to communicate seamlessly in real time with colleagues on the ground.

The launch of Starlink is a key milestone in the airline's transformation plan, driving improvements at every stage of the customer journey. British Airways is investing £7 billion across all areas the business, from new lounge concepts in Dubai and Miami, to utilising AI and new technologies to increase punctuality.



22 MARCH 2026

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