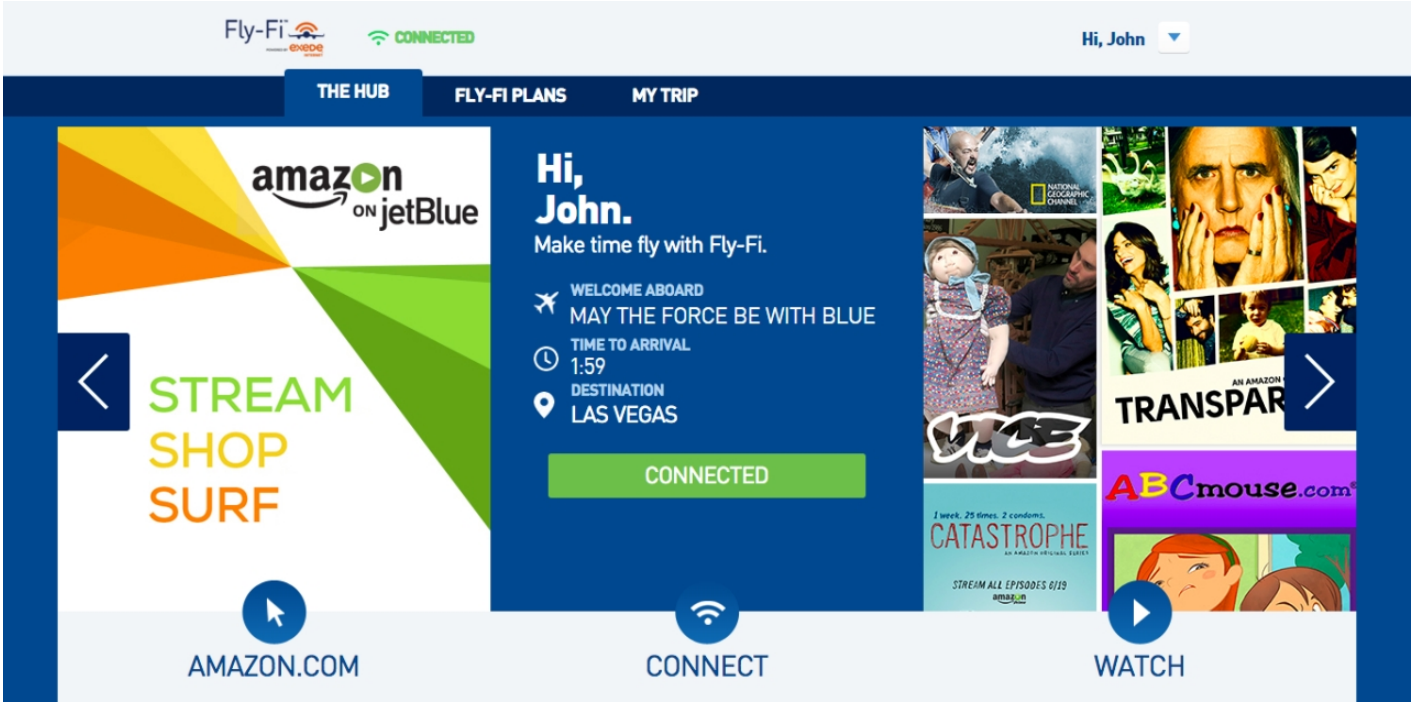
JETBLUE LAUNCHES AMAZON STREAMING ON ALL PLANES EQUIPPED WITH FLY-FI

News / Airlines



Just in time for the holidays, **JetBlue** has announced that it will premiere **Amazon Video** unlimited **streaming entertainment** this week on over 150 aircraft equipped with its free **Fly-Fi** broadband Internet.

Through its partnership wth Amazon, JetBlue lets Amazon Prime members access tens of thousands of movies and TV episodes, including exclusive Amazon Original Series at no additional cost. All JetBlue customers can rent or purchase titles in the Amazon Video store, including new release movies and day-after TV programming.

“Offering our customers streaming movies and shows from Amazon Video over the fastest and free Fly-Fi changes the game in in-flight entertainment, much like our seat-back televisions did 15 years ago,” says Jamie Perry, vice president of brand and product development, JetBlue. “And we’re not stopping at video; our partnership with Amazon offers opportunities to delight our customers in ways that have never been done before.”

The airline has collaborated with various content partners through its entertainment portal, The Hub, which can be accessed through passengers’ personal electronic devices, to help fund the Fly-Fi free high-speed Wi-Fi offer.

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“It involves us leveraging relationships with key content providers, and that ultimately led us to generate revenue through third parties and continue to offer the product for free for passengers,” Perry says.

Amazon and JetBlue will offer customers their choice of thousands of titles 35,000 feet in the air. Customers will also be able to watch Amazon Originals programming beginning in December on JetBlue’s seat-back television.

The multi-year partnership will involve a broad array of benefits for JetBlue customers, including activities in JetBlue’s flagship Terminal 5 at John F. Kennedy International Airport, and rewards for purchases.

Starting in 2016, TrueBlue members can earn TrueBlue points when making purchases of items in more than 40 categories on Amazon, inflight or on the ground, through other JetBlue marketing channels.

JetBlue is aims to have its high-speed Fly-Fi inflight Wi-Fi service installed on all of its aircraft by fall 2016.

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