



NORWEGIAN BECOMES FIRST AIRLINE TO OFFER LIVE TV ON EUROPEAN FLIGHTS

News / Airlines



Low-cost airline **Norwegian** became the first airline to offer **live TV on board European flights**. Passengers using Norwegian's free inflight WiFi can now watch *Bloomberg Television* and Norway's TV 2 News live on the airline's fleet of 87 WiFi equipped aircraft. The new service was launched today on a flight from Oslo to Berlin and will be available on flights from the UK to 29 destinations around Europe.

Norwegian passengers departing Gatwick, Edinburgh, Birmingham or Manchester for Europe can watch live TV using their handheld device by connecting to the free WiFi available on board.

Bjorn Kjos, Chief Executive Officer at Norwegian said: "We're very excited to be the first airline in Europe to offer live television on board. Introducing Bloomberg Television and TV 2 News to our passengers opens the door to more content choices and a better overall inflight experience. By offering free Wi-Fi combined with complementary live television, we are setting the stage for a passenger experience like no other in the sky."

Norwegian collaborated with RiksTV, a Norwegian cable television company and Global Eagle

Entertainment (GEE), a worldwide provider of aircraft connectivity systems, operations solutions and media content to the travel industry to bring live TV to its flights.

Norwegian is the first airline in the UK and Europe to offer inflight WiFi on its brand new Boeing 737-800 aircraft that services routes to 29 European destinations including Berlin, Rome and Barcelona.

In August, news websites ranked in the top three most visited sites overall when Norwegian revealed the favourite websites and surfing habits of UK passengers.

Over the last 12 months, Norwegian has grown to become the third-largest airline at Gatwick and has flown 3.9 million UK passengers to 34 global destinations, including the UK's only low-cost direct flights to the U.S. Norwegian flies one of the youngest fleet of aircraft in the world averaging an age of four years.

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