

British Airways offer more movie time and top TV onboard



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Author: **British Airways**

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November 28, 2012, 2:55 pm -- /[EPR NETWORK](#)/ -- British Airways has announced that it will become the first UK airline to provide in-flight entertainment screens from the second customers take their seats to the moment they arrive at their destination.

From December 1, British Airways customers will be able to spend even more time - up to an hour more - enjoying movies, top TV shows and a wide selection of music onboard the airline's flights.

Frank van der Post, British Airways' director of brands and customer experience, said: "We're continually looking for new services and products that will make travelling with British Airways even better for our customers.

"We know how much our customers enjoy our carefully selected in-flight entertainment so we're delighted that now they'll be able to pack even more of the programmes and films into their long-haul flights.

"And with the Christmas break coming up, we're sure that children flying with British Airways will love having more time to watch the great films we offer, and so will their parents."

The extension to in-flight entertainment is part of a £5 billion investment programme by British Airways, which includes new aircraft, refurbished cabins and better lounges.

In line with other UK carriers, British Airways currently starts its in-flight entertainment system once the aircraft has taken off and following various

announcements and turns it off 15-20 minutes before the aircraft lands.

The airline was given the green light by the Civil Aviation Authority to introduce extended in-flight entertainment on its fleet of long haul aircraft.

This service will be also available on new routes the airline is launching, including London Heathrow to Seoul in South Korea which starts on Sunday, December 2, 2012. Customers looking to cross the Atlantic for a spot of Christmas shopping, or to simply enjoy [holidays in New York](#) or [holidays in Boston](#), can now look forward to a flight filled to the brim with entertainment.

- Ends -

About British Airways

British Airways plc offers a wide range of worldwide destinations - including [new year's breaks](#) and [winter sun holidays](#) as well as hotels, flights, car rental with Avis and experiences. Customers can save time and money with ba.com when booking ATOL protected holiday packages, ATOL number is 5985. Passengers are offered added peace of mind to their holiday plans and the security of travelling with British Airways. British Airways plc constantly seeks to exceed customers' expectations, both in terms of the value for money and quality of the service provided.

Press Contact:
Michael Johnson
Waterside
PO Box 365
Harmondsworth
Middlesex
UB7 0GB
02087385100
www.ba.com

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