JetBlue Launches Fly-Fi Hub With Endless Content for Customers

Nov 24, 2014

JetBlue Launches Fly-Fi Hub With Endless Content for Customers

Partners With Coursera, Fox, Harpercollins, National Geographic, Rouxbe and Time Inc. to Launch Fly-Fi Hub for Ultimate Customer Experience

Jetblue Is World's Only Airline With Free Wi-Fi, Free LiveTV and Free Fly-Fi Hub, Offering Customers Unlimited Entertainment Onboard

NEW YORK,NY -- (Marketwired) -- 11/24/14 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, is partnering with content providers Coursera, FOX, HarperCollins Publishers, National Geographic, Rouxbe and Time Inc. to offer customers more free content than any other U.S carrier in the sky. The Fly-Fi Hub is the new gateway to JetBlue's Fly-Fi offering, the fastest Wi-Fi in the sky, and went live this morning. Available to JetBlue customers via their own personal device, it will offer a wide range of entertainment options such as some of the most popular TV shows from FOX and National Geographic, ebook samples from HarperCollins, e-learning videos from Coursera and Rouxbe and the option to purchase magazines from Time Inc.'s portfolio.

In the next phase of JetBlue's Fly-Fi Hub, due to roll out first quarter 2015, additional content from PBS, Random House and the Wall Street Journal will be added. PBS will primarily provide childrens content, while the Wall Street Journal will allow customers onboard full complementary access to wsj.com whilst onboard.

"Our Fly-Fi Hub will set a new standard of onboard content in the airline industry. Not only are we the only U.S. airline to offer free Wi-Fi to customers, with our new portal, we are now taking it to the next level and provide endless hours of entertainment whether you want to read, learn or just relax watching a TV show. To make this a reality, we have partnered with some of the most respected content providers, with plenty more to come in 2015," said Jamie Perry, director of product development, JetBlue.

Content available on the Fly-Fi Hub as of today:

- 10 e-learning videos from Coursera, including courses from Berklee School of Music, University of Edinburgh and Wharton Business School;
- Some of FOX's most popular TV shows, including *Brooklyn Nine-Nine, Gotham, New Girl* and *Sleepy Hollow*;
- Excerpts from more than 20 bestselling books published by HarperCollins including *The Heist* by Daniel Silva, *I Must Say* by Martin Short, *Flesh and Blood* by Patricia Cornwell, *Yes Please* by Amy Poehler and *Endgame: The Calling* by James Frey and Nils Johnson-Shelton
- National Geographic shows, including *Brain Games*, *Ultimate Survival Alaska* and *Wicked Tuna*;
- A number of learning videos from Rouxbe focusing on cooking, with the opportunity for a free trial once at home; and
- Time Inc.'s full array of monthly magazines including *InStyle, Real Simple, Southern Living, Essence, Health, Travel + Leisure, People en Español* and *Golf.* Time Inc.'s weekly magazines will be available in 2015.

The content on JetBlue's Fly-Fi Hub will be uniquely available both online and offline, making all programming available on all Fly-Fi equipped aircraft. Approximately 20 Fly-Fi equipped aircraft are expected to offer the Fly-Fi Hub by the end of November, with all of JetBlue's 97 Fly-Fi equipped aircraft by the end of the year.

"We are thrilled to be working with JetBlue on their Fly-Fi Hub," said Angela Tribelli, Chief Marketing Officer, HarperCollins Publishers. "This is a terrific opportunity for travelers to enjoy some of the best books of the year during the busy, and oftentimes stressful, holiday travel period. We, like JetBlue, are committed to being at the forefront of our industry, so collaborating with them on this innovative consumer experience was a natural fit."

"We are always striving to reach consumers wherever they want to engage with our content, and we're delighted to be JetBlue's exclusive magazine launch partner for the Fly-Fi Hub," said Lynne Biggar, Executive Vice President, Consumer Marketing + Revenue, Time Inc. "JetBlue is providing a great customer experience and we look forward to further collaboration as Fly-Fi continues to grow."

JetBlue launched Fly-Fi, the fastest Wi-Fi among all U.S. airlines, last year, which is currently available on 88 aircraft, with the number of Fly-Fi enabled aircraft increasing each week. JetBlue is now the only airline in the world to offer free live television at every seat and free high-speed Wi-Fi. The new Fly-Fi Portal will serve as a content hub where customers can access a wide range of movies, television shows and additional content from their own personal devices.

About JetBlue Airways

JetBlue is New York's Hometown Airline™, and a leading carrier in Boston, Fort Lauderdale/ Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 30 million customers a year to 86 cities in the U.S., Caribbean, and Latin America with an average of 825 daily flights. Flights to Curaçao will launch on December 2, 2014; subject to receipt of government approval. For more information please visit JetBlue.com.

MEDIA CONTACT

JetBlue Corporate Communications
Tel: +1 718 709 3089
corpcomm@jetblue.com

Source: JetBlue

Powered by SITECORE