

# AWARDS: EMIRATES OFFERS THE BEST INFLIGHT ENTERTAINMENT



For seventh consecutive year, the Emirate's Airline wins the Skytrax World Airline Award for the 'World's Best Airline Inflight Entertainment'. The airline has long been investing in exceptional inflight entertainment systems and holds a very firm grip over the competition.

The Emirates belongs to the most popular airlines; only last year, it was the sixth largest airline in terms of passengers carried, and in recent years, it has gained a glamorous reputation of an unrivalled on-board entertainment provider.

Skytrax World Airline Awards revealed the results of a survey of 18, 8 million passengers from over 100 countries; **for an impressive seventh year in a row, Emirates won the "World's Best Airline Inflight Entertainment" Award**, leaving Singapore Airlines and Cathay Pacific Airlines behind. Overall, approximately 200 airlines were competing for the award.

Emirates have long been building a reputation of an airline which invests in on-board entertainment; **it has recently introduced the 'ice' inflight system, (information, communications and entertainment) which provides over 1200 different channels on-demand for a wide range of audiences.**

It contains more than 280 movies from all over the world, including some new Hollywood and Bollywood blockbusters. For instance, it will be the first airline to show the Pirates of Caribbean: On Stranger Tides. Apart from movies and cartoons for children, music lovers will rejoice over thousands of music tracks featured, ranging from classical to modern.

Emirates is willing to invest in entertainment even when the economic climate is not particularly great. However, it has retained a very strong position on the market with flights to 111 cities in 62 countries across six continents.

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