



# BRITISH AIRWAYS' FIRST STARLINK FLIGHT TAKES OFF, MAKING THE AIRLINE THE FIRST IN THE UK TO LAUNCH THE FASTEST WI-FI IN THE SKY

News / Airlines



**British Airways' first aircraft equipped with Starlink Wi-Fi took to the skies today, the first flight operated by a UK airline featuring the innovative technology. The 787-8 aircraft bound for Houston is the first in the airline's fleet to be connected, giving customers free access to fast, reliable internet for streaming, working and staying connected. Powered by more than 10,000 satellites in low-Earth orbit, Starlink delivers a more reliable and faster internet experience. Customers will be able to seamlessly work, browse, shop and connect from the air on multiple devices on the fastest Wi-Fi in the sky, with download speeds of up to 500+ Mbps<sup>1</sup>.**

The airline is currently in the process of fitting Starlink onto its 787-8 fleet. Within the next two years the entire British Airways fleet<sup>2</sup> of more than 300 aircraft will have this powerful new

technology, available for all customers, in every cabin, free of charge.

Sean Doyle, British Airways' Chairman and Chief Executive commented on this "a landmark moment": "We're excited to be the first UK airline to bring this level of connectivity to our customers. We know that staying connected matters to people, whether they're travelling for work or heading off on holiday, and Starlink will give our customers fast, reliable Wi-Fi that transforms the onboard experience. This milestone is part of a wider investment in elevating every aspect of our customer journey as we continue to modernise our airline."

The infographic features a central illustration of a British Airways aircraft in flight, with a cutaway view showing the cabin interior. The aircraft is white with the airline's red, white, and blue livery on the tail. The cabin is filled with rows of seats. The background is a light blue sky with a few clouds. The infographic is divided into several sections:

- WELCOME TO THE FASTEST WI-FI IN THE SKY, POWERED BY STARLINK**: A text box on the top left explaining that British Airways is transforming the in-flight experience by introducing free, fast, and reliable Wi-Fi across all its aircraft, as part of its investment across all areas of the customer journey.
- STARLINK**: A logo for the service, featuring a satellite icon.
- From take-off to touchdown**: A text box stating that customers across all cabins will have free access to high-speed connectivity throughout their journey. In some destinations, Speed Wi-Fi will be available to connect to at the airport departure gate.
- 300+ aircraft**: A text box stating that 300+ aircraft will be fitted with Starlink Wi-Fi, rolling out from March 2024.
- 10,000+ Starlink satellites**: A text box stating that the service is powered by satellites in low-earth orbit, designed for low latency and global coverage, including over oceans and remote regions. Starlink delivers a more reliable and faster internet experience.
- Embodiment process**: A text box stating that Starlink is being installed across the fleet by our skilled engineers. Multiple low-profile and lightweight antennas mounted on the fuselage serve each aircraft, with high-speed, low-latency connectivity.
- Speeds up to 500+ Mbps**: A text box stating that Starlink uses thousands of satellites orbiting at 550 km. This short distance delivers low latency (<10 ms) and enables much higher data rates due to stronger signals and the ability to connect to multiple nearby satellites.

At the bottom, a central text box states: "Customers can experience connectivity that is similar, if not better, than what they can experience in their own home – even at 38,000 feet." Below this are four icons representing different use cases:

- Stream your favourite shows**: Seamless HD streaming, no buffering.
- Play online**: Low latency for smooth, real-time online play.
- Work productivity**: Join video calls, upload files and collaborate.
- Social media**: Post, scroll and share instantly from the sky.

As well as improving the experience for customers on board, who can enjoy home-like connectivity even at 38,000 feet—the same high-speed service will enable the airline's Cabin Crew and Flight Crew to communicate seamlessly in real time with colleagues on the ground.

The launch of Starlink is a key milestone in the airline's transformation plan, driving improvements at every stage of the customer journey. British Airways is investing £7 billion across all areas the business, from new lounge concepts in Dubai and Miami, to utilising AI and new technologies to increase punctuality.



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