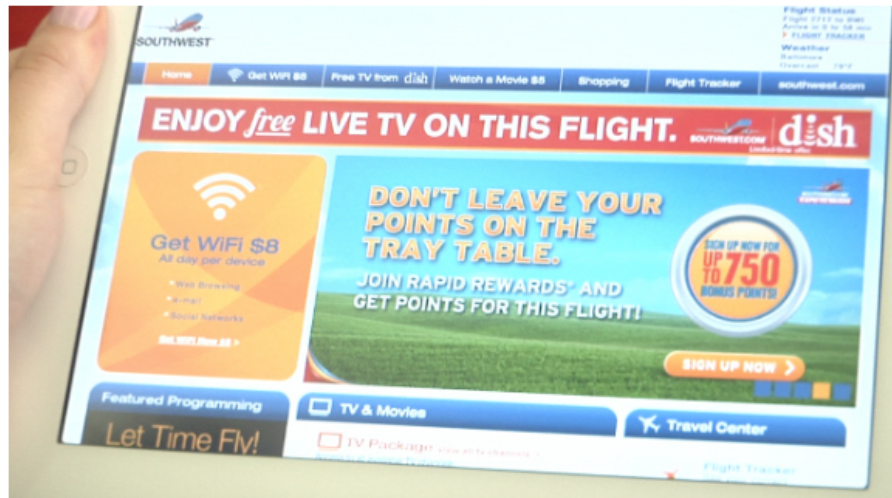


Southwest, Dish Team Up for Free Live TV

Southwest Airlines and Dish deal lets travelers stream live TV and on-demand shows in flight.

By [Abigail Wang](#) July 2, 2013



Starting today, TV flies free for Southwest customers thanks to a deal between the airline and Dish Network.

The arrangement lets travelers flying Southwest Airlines to use their iOS or other Internet-capable devices get free access to live TV and up to 75 on-demand shows from Dish while in transit.

Available TV channels include Bravo, CNBC, FOX 5 New York (WNYW), FOX Business Network, FOX News Channel, Golf Channel, MLB.com, MSNBC, NBC 4 (WNBC), NFL Network, Food Network, HGTV, and Travel Channel.

Southwest unveiled the deal by bringing the Dish spokesmen known as the "Boston Guys" onto a Southwest flight, where they gave all 130 passengers an iPad 2 on which they could try out Dish's on-demand content (video below).

In-flight Internet access is supplied by Southwest's satellite-based partner, Row 44, and available on more than 400 Southwest aircraft.

"We started with Wi-Fi and now have expanded to television. This new offer puts free television in the hands of our customers," Kevin Krone, chief marketing officer at Southwest Airlines, said in a statement.

As part of the deal, meanwhile, those who sign up for the Dish Hopper Whole Home DVR and programming package will get 12,500 frequent flier points from Southwest, and the option of an iPad 2 rather than first-year Dish programming discounts.

Dish recently rolled out an update in May for its [Dish Network mobile app](#) that added access to On Demand programming on Android and iOS, and integrated Dish Anywhere with social networks. Users can watch thousands of titles from different networks anywhere they have an Internet connection and share their mobile viewing on social networks like Facebook and Twitter.