Reliable Connected Aviation Making It Possible Today

IN-FLIGHT WI-FI RELIABILITY: BIGGEST INHIBITOR TO PASSENGER ADOPTION, UNTIL TODAY

Most important Wi-Fi attributes:
1. Reliability 75%
2. Speed 19%
3. Price 6%

From proprietary 2016 Inmarsat/GfK research
Sample of over 9,000 passengers from 27 countries who have flown in the past 12 months, the largest known survey of its kind.

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On any flight length, the majority of passengers prefer to have the option of in-flight Wi-Fi over IFE.

16% prefer IFE

19% meal duty free

73% prefer to bring 3 devices on board

and all are willing to pay for in-flight Wi-Fi.

83% of passengers prefer to choose an airline that offers in-flight Wi-Fi.

78% of passengers expect Wi-Fi to replace traditional IFE in the next 5-10 years.

LATAM EUROPE APAC: 78% of passengers don't need IFE if they can access entertainment content via Wi-Fi.

EUROPE: 79% have flown with kids who have their own smartphones.

APAC: 75% prefer to consume their own content.

71% will pay for faster Wi-Fi.

57% don't have the option of in-flight Wi-Fi, and 92% of them would like to use it.

PASSENGER PERSONAS

Core Communicator: They want to do only 3 activities, mainly focused on communications and web browsing.

Family Flyers: 79% have flown with kids who have their own smartphones.

Corporate Connector: 71% will pay for faster Wi-Fi.

Entertainment Seeker: 78% don't need IFE if they can access entertainment content via Wi-Fi.

Connectivity Addict: 43% browse the web on their smartphone so often per day they lose track.

Content Curator: 75% prefer to consume their own content.

Additional Segments:

- 78% have flown with kids who have their own smartphones.
- 43% browse the web on their smartphone so often per day they lose track.
- 75% prefer to consume their own content.