Latin America

**TOP WILINGNESS TO PAY**

- **66%** On any flight length in Mexico
- **64%** On any flight length in Brazil
- **62%** On any flight length in Chile
- **60%** On any flight length in Colombia

**TOP 3 ACTIVITIES on in-flight Wi-Fi**

1. Streaming video
2. Social networks
3. Instant messenger

From proprietary 2016 GfK/Inmarsat 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.
Across all countries, on any length flight, the majority of passengers prefer to have the option of in-flight Wi-Fi over meal duty free.

- 61% of passengers prefer to choose an airline that offers in-flight Wi-Fi.
- 83% of passengers prefer to have the option of in-flight Wi-Fi.
- 78% of passengers expect Wi-Fi to replace traditional IFE in the next 5-10 years.

Passenger Personas in Latin America:

- Core Communicator: 81% want to connect in order to send/receive emails.
- Family Flyers: 62% have children wanting to connect in order to play games.
- Corporate Connector: 70% will pay for faster Wi-Fi.
- Entertainment Seeker: 78% don't need IFE if they can access entertainment content via Wi-Fi.

- 38% bring 3 devices on board and all are willing to pay for in-flight Wi-Fi.

- 18% meal duty free
- 7% duty free

- 61% in-flight Wi-Fi
- 13% IFE

- 47% of passengers prefer to choose an airline that offers in-flight Wi-Fi.
- 81% want to connect in order to send/receive emails.
- 83% don't need IFE if they can access entertainment content via Wi-Fi.
- 38% bring 3 devices on board and all are willing to pay for in-flight Wi-Fi.

- 40% don't have the option of in-flight Wi-Fi, and 90% would like to use it.
- 42% don't have the option of in-flight Wi-Fi, and 92% would like to use it.
- 69% don't have the option of in-flight Wi-Fi, and 90% would like to use it.
- 61% don't have the option of in-flight Wi-Fi, and 93% would like to use it.