

Elevated Passenger Expectations

Inflight Internet Trends

Intelsat's Inflight Connectivity survey asked airlines, service providers, and Original Equipment Manufacturers (OEMs) what they believe **the future of IFC** will look like.



Airlines are thinking creatively about how they can leverage IFC to **increase brand loyalty** while saving on operational expenses.



65% predict an increase in inflight passengers who **expect to be connected**



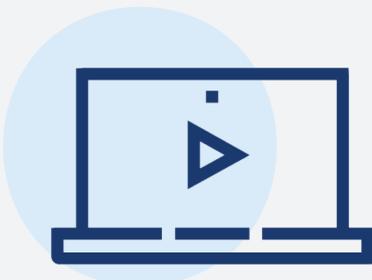
72% predict an increased demand for remote, **work-based applications**



85% anticipate an increased appetite for cabin crew applications for **passenger engagement**

Passengers Are Streaming More Than Ever

With digital content consumption on the rise, **customers stand to benefit** from a rich IFC experience.



Inflight Wi-Fi Connection

85% believe "quality" inflight connectivity is a key differentiating factor for airlines.



Consumer Sentiment

55% feel that "reliable Wi-Fi" has the greatest impact on Net Promoter Score (NPS) when asked about IFC.

“ Staying connected with others is a basic human need. At Intelsat, fulfilling this expectation is our fundamental mission. We firmly believe keeping passengers connected throughout their journey is now within reach for airlines, no matter what their IFC strategy is.”

Frederik vanEssen
Vice President Business Development & Managing Director

What Airlines Want. What Passengers Crave.



Free messaging and freemium models can **have a significantly positive impact** on customer loyalty.

Almost 50% of those surveyed **want free, unlimited Wi-Fi** for all passengers.



While free basic texting is offered by many airlines worldwide today, **only 18%** of respondents said this is their preferred model.

22% surveyed want a **"freemium" model for loyal passengers**. Respondents prefer free, premium internet for business class and/or "sticky" customers.



Almost two thirds of respondents are inclined to have service expenses offset through partnerships.

Alternative distribution models can unlock **new opportunities and revenue growth**.



Session prices and a poor Wi-Fi experience are **top roadblocks** to higher IFC take rates 44% of respondents report.

65% of respondents agree that **simplified service** options would better inflight connectivity.

