

IN-FLIGHT BROADBAND TAKES OFF

AMONG EUROPEAN SHORT/MEDIUM HAUL PASSENGERS

83%

of passengers expect all aircraft to offer in-flight Wi-Fi within 5-10 years

80% would use in-flight Wi-Fi

67% will pay for in-flight Wi-Fi

69% in-flight Wi-Fi influences airline selection

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PASSENGER PERSONAS

Core Communicator



45+

They want to do only **3** activities, mainly focused on communications and web browsing

Connectivity Addict



18-35

43% browse the web on their smartphone so often per day they lose track

Family Flyers



35-54

69% have flown with kids who have their own smartphones

Corporate Connector



35-54

75% would pay for in-flight Wi-Fi

ON-BOARD

Passengers want to connect through their own device ...



90%



80%



46%

...to perform these activities



Web Browsing



Emails



Social Networks



Trip Details



Video

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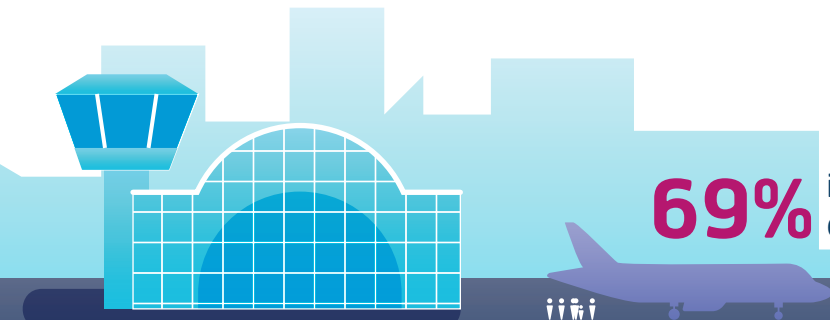
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