



INFLIGHT Advertising Server



Digital Media Revenue

# Digital Advertising Onboard



## AirSAS ad server by IMD

- A proprietary technology named AirSAS, to serve the right ad units to air travelers specific audience without using any inflight connectivity
- A unique platform for airlines to select, preview, validate, and monitor the advertising campaigns provided by the media sales houses
- A direct link to IMM International Sales team expertise and its media sales network

[AirSAS video: see our Inflight Ad Server demo](#)



# In-Flight Ad Serving



A simple but sophisticated management tool for your ad hoc campaigns

The screenshot shows the 'General' tab of the 'Coca-Cola banners' management interface. The left sidebar contains a navigation menu with options: Dashboard, Points Of Interest, Cities, Projects, Digital Advertising (expanded), Live Report, and Admin. The 'Digital Advertising' section includes sub-options: Formats, Landing Pages, Products, and Campaigns. The main content area is titled 'Coca-Cola banners' and has tabs for General, Targeting, Ad Products, and Report. Under the 'General' tab, the 'Delivery' section includes: Status (ON/OFF toggle), Activity Period (2017-04-12 - 2017), Cost Per Mille (50), Total Display Order (1000000), Ad Capping (Limit passengers views per product: 5, Limit views per passenger: 5), and Priorities (Exclusivity: ON/OFF toggle, Priority: Standard/High/Highest buttons). The footer reads: © 2017 IMD - Inflight Media Digital, an IMM International sub.

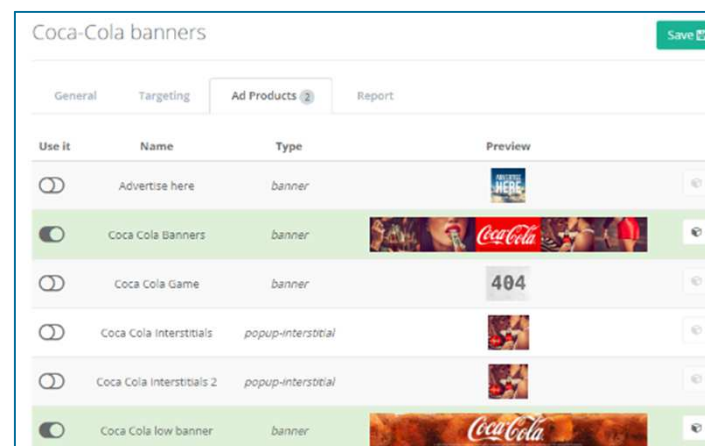
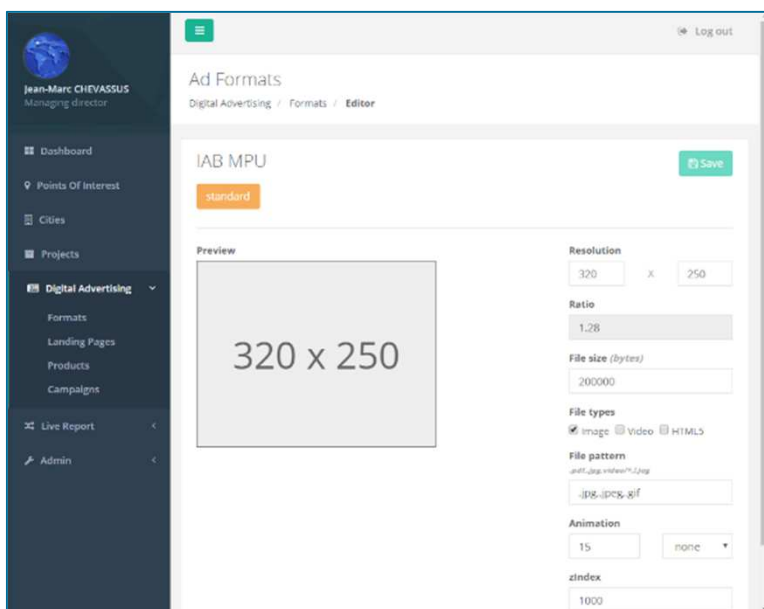
The screenshot shows the 'Targeting' tab of the 'Coca-Cola banners' management interface. The left sidebar is identical to the previous screenshot. The main content area is titled 'Coca-Cola banners' and has tabs for General, Targeting, Ad Products, and Report. Under the 'Targeting' tab, the 'IFE' section includes: Section (Home, Video, Music, Game, Guide buttons), Kids (Kids, Eat & Drink, Duty Free, Press buttons), and Zone (1, 2, 3 buttons). The 'Passenger' section includes: Languages (en, English), Gender (Male, Female), and Age (0 to 100 slider). The 'Flight' section includes: Favorite Destinations (London, Paris, Enter a destination) and Duration (hours) (0 to 20 slider). The footer reads: © 2017 IMD - Inflight Media Digital, an IMM International sub.



# AirSAS – EASY WAY TO ADSERVE



Easy access to creative downloads and potential revenues, all submitted to validation by the airline



# AirSAS advertising marketplace



## Airline Access

- ✈ Potential campaigns
- ✈ Campaign details
- ✈ Campaign follow-up
- ✈ Revenue follow-up

## Targeting capabilities

- ✈ Age
- ✈ Gender
- ✈ Spoken language
- ✈ Site area/ section(s)
- ✈ Flight Origin
- ✈ Destination Airport

## Advertiser Access

- ✈ Airlines routes
- ✈ Travelers profiles
- ✈ Available Inventory

## Real Time Reporting

- ✈ Unique Users
- ✈ Impressions
- ✈ CTR
- ✈ CPM



# AirSAS Implementation



- Compliant with all existing IFE platforms, wireless and back seat TV, Android-based IFE + custom solutions such as AirFi, Bluebox, ImmFly, Panasonic, Thales, Zodiac...
- Advertising assets definition & support: free consulting by our team
- Offline during all flight time, only connects on the ground: No bandwidth consumption



# AirSAS Updates



- Advertisers and creatives validation by the Airline
- Update the content in the Aircraft at every hub or every place of destination (3G, 4G connectivity)
- No inflight connectivity needed



# AirSAS Feedback



- Detailed reporting provided with impressions and revenues
- Real-time follow-up of the popularity rating of the campaigns
- Frequency capping to avoid passengers overexposure





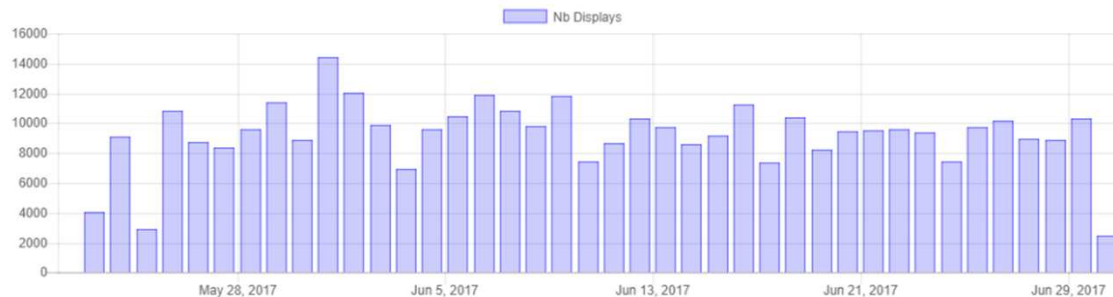
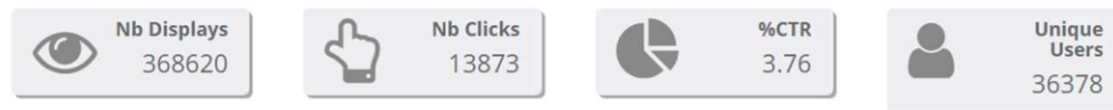
# In-Flight portal performances



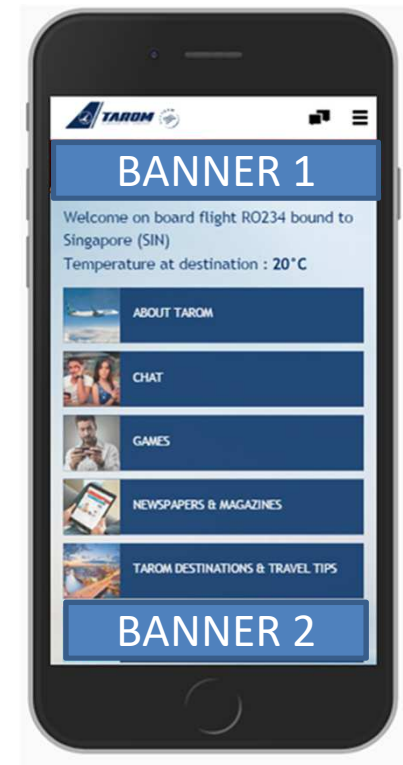
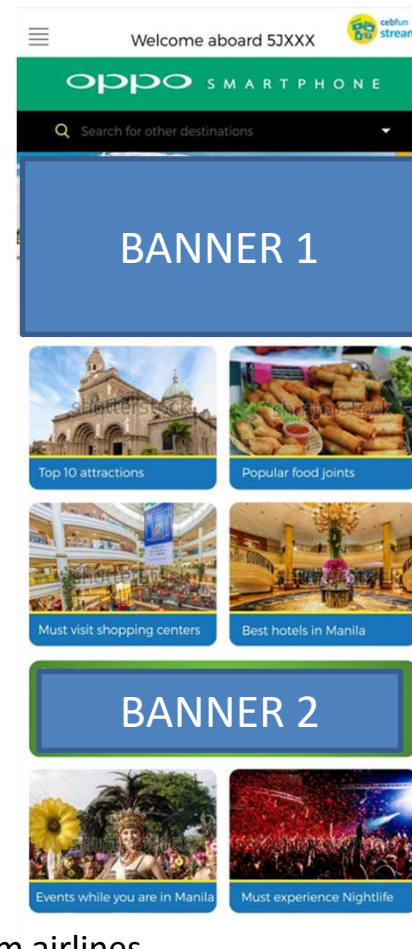
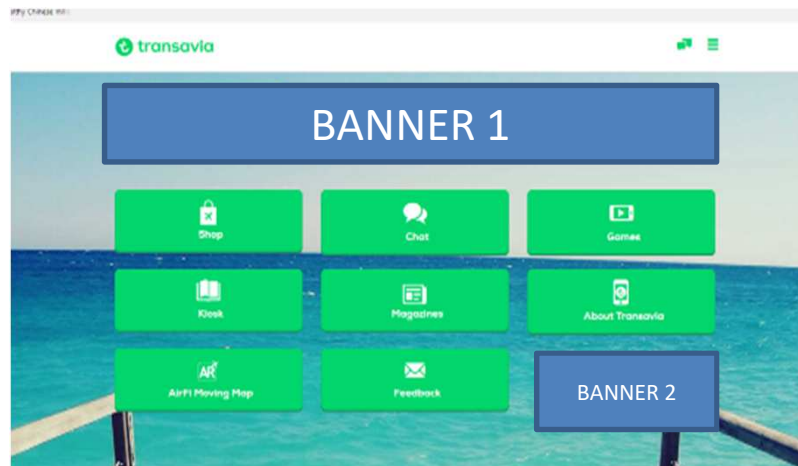
Advertiser campaign, detailed figures per day, formats, sections and routes

## Real Time Reporting

- ✈ Unique Users
- ✈ Impressions
- ✈ Click Through Rate



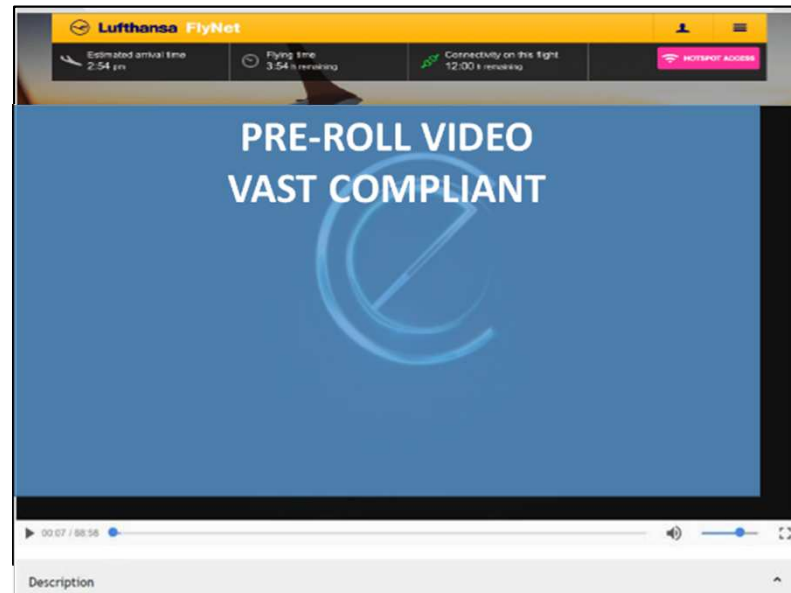
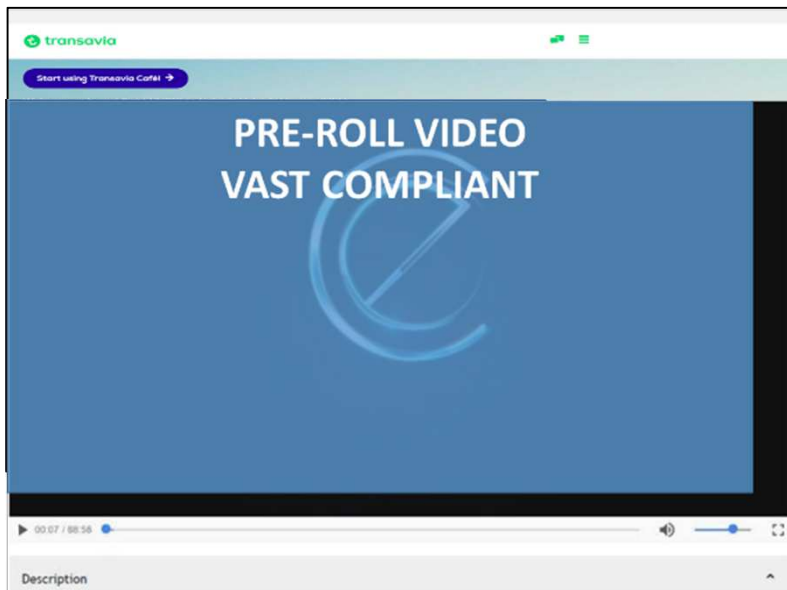
# Advertisers can monitor their campaigns through AirSAS



Wireless IFE of Air Asia, Transavia, Cebu Pacific and Tarom airlines...



Let's optimize the market by agregating all the targeted audiences together in one place



# Advertising revenue



- ✈ Our cutting edge technology allows the height of the CPM by segmenting and targeting specific routes & demographics thanks to our dedicated AirSAS advertising server
- ✈ Our revenue forecast is made out of connectivity rate and market assumptions
- ✈ Our advertising CPM and fill rates have been benchmarked and updated during the last 12 months
- ✈ We work with 9 offices spread across Western Europe (Paris, Brussels, London, Geneva, Milano, Madrid) and Eastern Asia (Beijing, Singapore, Hong Kong)
- ✈ We have been building an additional network of local partners in many countries (Dubai, India, Germany, Netherlands, Russia...).
- ✈ We share market figures with airlines historic media partners and promote a complete offer (including Inflight magazines and TV) on the growing and promising digital market in the selective Air Passenger target.



# Airline partners



|                            | FY 2019    | FY 2020     | FY 2021     | FY 2022       |
|----------------------------|------------|-------------|-------------|---------------|
| Fleet size                 | 150        | 500         | 1000        | 3000          |
| Average seats per aircraft | 183        | 183         | 183         | 183           |
| load factor                | 80%        | 80%         | 80%         | 80%           |
| flights per day            | 7          | 7           | 7           | 7             |
| days flown per year        | 360        | 360         | 360         | 360           |
| total PAX per year         | 55 339 200 | 184 220 610 | 368 928 000 | 1 105 323 660 |
| Conversion to homepage     | 20%        | 25%         | 30%         | 35%           |



# Advertising revenue



| <b>Rate Card: Video &amp; display</b> | <i>CPM</i>  | <i>discounted</i> |     |
|---------------------------------------|-------------|-------------------|-----|
| Welcome Page Video                    | 150,00 €    | 45,00 €           | 70% |
| Welcome Page Banner                   | 120,00 €    | 36,00 €           | 70% |
| Homepage Rectangle                    | 90,00 €     | 27,00 €           | 70% |
| Program Overview Banner               | 70,00 €     | 21,00 €           | 70% |
| Microsite (price per unit)            | 12 000,00 € | 3 600,00 €        | 70% |
| Interstitial ( Prog End, ...)         | 230,00 €    | 69,00 €           | 70% |
| Video (Pre Roll, Map, ...)            | 320,00 €    | 96,00 €           | 70% |
| Permanent sponsor                     | 55,00 €     | 16,50 €           | 70% |

*The discounts are well known in the digital advertising market and may slightly vary from a country to another. 70% is the average assumption specific to your geographic area.*



# Advertising revenue



| Digital Inflight Entertainment                           | FY 2019               | FY 2020                | FY 2021                | FY 2022                 |
|--|-----------------------|------------------------|------------------------|-------------------------|
| total visitors on homepage                               | 11 067 840            | 46 055 153             | 110 678 400            | 386 863 281             |
| Display advertising - Home & banners                     | 2 855 502,72 €        | 14 852 786,68 €        | 42 832 540,80 €        | 199 621 453,00 €        |
| Display advertising - interstitial                       | 572 760,72 €          | 4 766 708,28 €         | 15 273 619,20 €        | 53 387 132,78 €         |
| Microsites   | 21 600,00 €           | 28 800,00 €            | 72 000,00 €            | 180 000,00 €            |
| Native advertising (integrated partners)                 | 273 929,04 €          | 1 519 820,03 €         | 5 478 580,80 €         | 25 532 976,55 €         |
| Affiliate marketing / duty free                          | 110 678,40 €          | 690 827,29 €           | 2 213 568,00 €         | 11 605 898,43 €         |
| Video 30s.   | 1 062 512,64 €        | 8 842 589,28 €         | 31 875 379,20 €        | 148 555 499,90 €        |
| <b>TOTAL REVENUE TO SHARE BETWEEN SALES AND AIRLINES</b> | <b>4 896 983,52 €</b> | <b>30 701 531,57 €</b> | <b>97 745 688,00 €</b> | <b>438 882 960,65 €</b> |
| Average revenue per passenger                            | 0,09 €                | 0,17 €                 | 0,26 €                 | 0,40 €                  |
| Average revenue per user                                 | 0,44 €                | 0,67 €                 | 0,88 €                 | 1,13 €                  |



# Technical Fees



| <b>Rate Card: Video &amp; display</b> | <i>CPM</i> | <i>volume</i> |
|---------------------------------------|------------|---------------|
| Welcome Page Video                    | 4,00 €     | 2,80 €        |
| Welcome Page Banner                   | 2,00 €     | 1,40 €        |
| Homepage Rectangle                    | 2,00 €     | 1,40 €        |
| Program Overview Banner               | 2,00 €     | 1,40 €        |
| Microsite (price per unit)            | - €        | - €           |
| Interstitial ( Prog End, ...)         | 2,00 €     | 1,40 €        |
| Video (Pre Roll, Map, ...)            | 4,00 €     | 2,80 €        |
| Permanent sponsor                     | 2,00 €     | 1,40 €        |





# Technical revenue



| Digital Inflight Entertainment           | FY 2019             | FY 2020               | FY 2021               | FY 2022                |
|--|---------------------|-----------------------|-----------------------|------------------------|
| total visitors on homepage               | 11 067 840          | 46 055 153            | 110 678 400           | 386 863 281            |
| Display advertising - Home & banners     | 154 949,76 €        | 805 965,17 €          | 2 324 246,40 €        | 10 832 171,87 €        |
| Display advertising - interstitial       | 11 621,23 €         | 96 715,82 €           | 309 899,52 €          | 1 083 217,19 €         |
| Microsites                               | - €                 | - €                   | - €                   | - €                    |
| Native advertising (integrated partners) | 23 242,46 €         | 128 954,43 €          | 464 849,28 €          | 2 166 434,37 €         |
| Affiliate marketing / duty free          | - €                 | - €                   | - €                   | - €                    |
| Video 30s.                               | 30 989,95 €         | 257 908,85 €          | 929 698,56 €          | 4 332 868,75 €         |
| <b>TOTAL REVENUE</b>                     | <b>220 803,41 €</b> | <b>1 289 544,27 €</b> | <b>4 028 693,76 €</b> | <b>18 414 692,18 €</b> |
| Average revenue per passenger            | 0,004 €             | 0,007 €               | 0,011 €               | 0,017 €                |
| Average revenue per user                 | 0,020 €             | 0,028 €               | 0,036 €               | 0,048 €                |



 **Much More...**



Becoming the leader of the sky data could bring many  
other opportunities

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