

# Reliable CONNECTED AVIATION MAKING IT POSSIBLE TODAY

## Asia Pacific



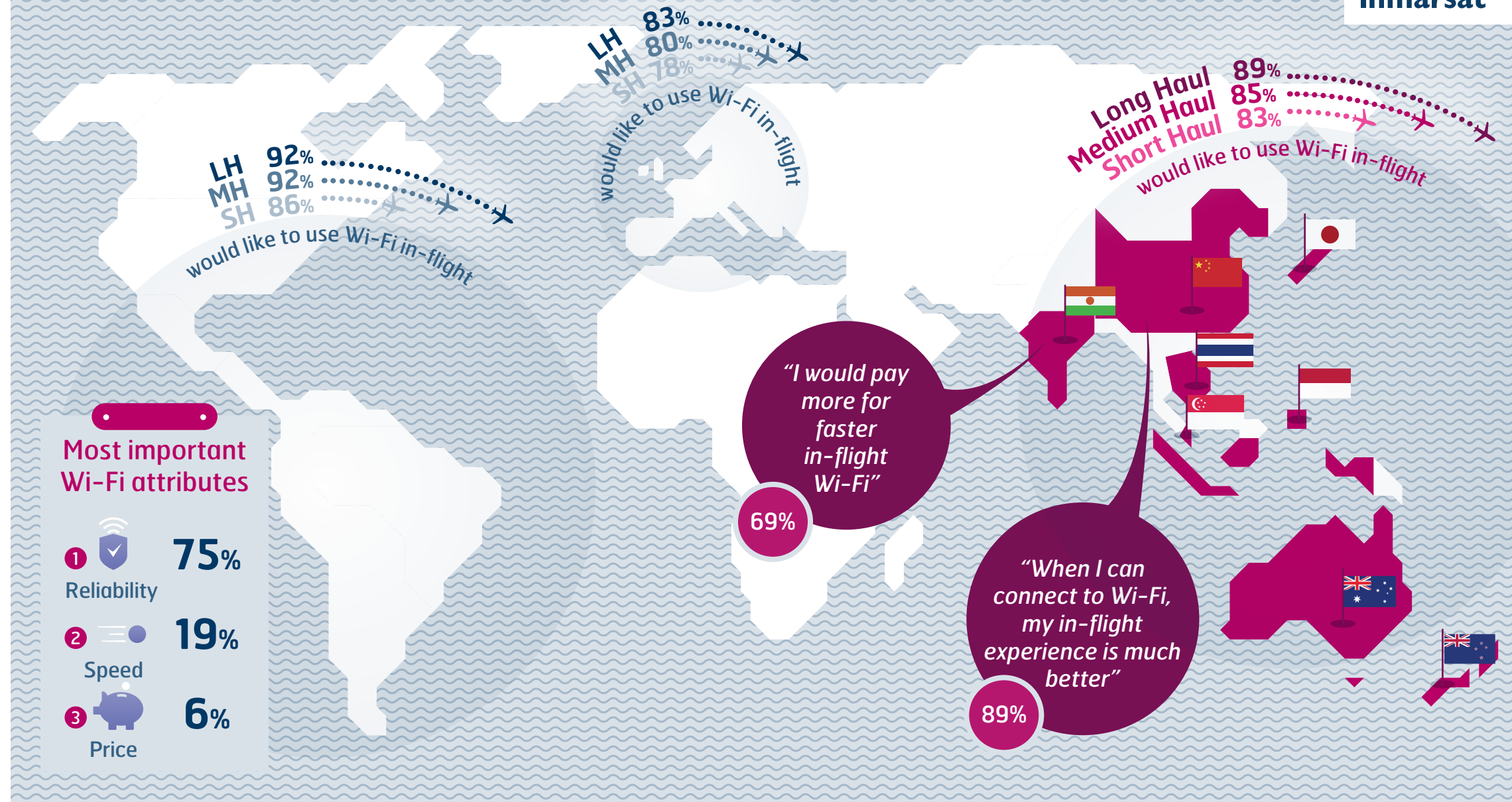
#InmarsatAv

[inmarsat.com/aviation](http://inmarsat.com/aviation)

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.

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



## Asia Pacific

### TOP WILLINGNESS TO PAY



## Asia Pacific

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



Across all countries, on any length flight, the majority of passengers prefer to have the option of

 **54%** in-flight Wi-Fi

over





**16%**  IFE

**18%** meal

**8%** duty free

**32%** bring 3 devices on board







			
<b>43%</b>	<b>39%</b>	<b>36%</b>	<b>31%</b>

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





**86%**

of passengers **prefer to choose** an airline that offers in-flight Wi-Fi

			
<b>90%</b>	<b>86%</b>	<b>71%</b>	<b>67%</b>

**77%**

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

			
<b>87%</b>	<b>83%</b>	<b>79%</b>	<b>77%</b>



don't have the option of in-flight Wi-Fi

of them **would like** to use it



**57%**

**81%**



**42%**

**74%**



**43%**

**77%**



**34%**

**70%**

## PASSENGER PERSONAS IN ASIA PACIFIC

Core Communicator

**51%** use social networks on their smartphone so often they lose track

Family Flyers

**81%** would be likely to pay for the service to allow their child to connect a device

Corporate Connector

**73%** will pay for faster Wi-Fi

Content Curator

**75%** prefer to consume their own content