

# Reliable CONNECTED AVIATION MAKING IT POSSIBLE TODAY

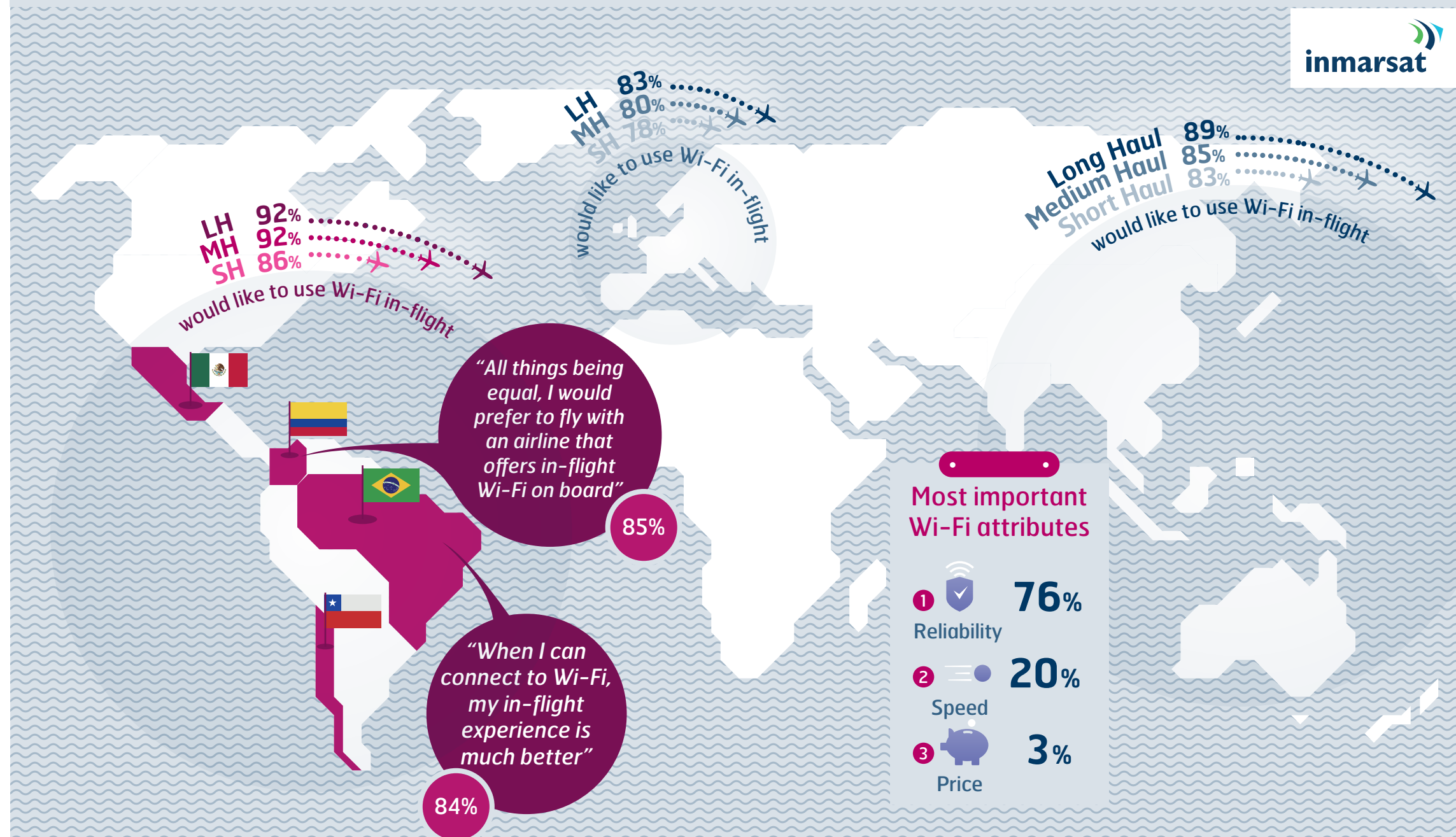
## Latin America



#InmarsatAv

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

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



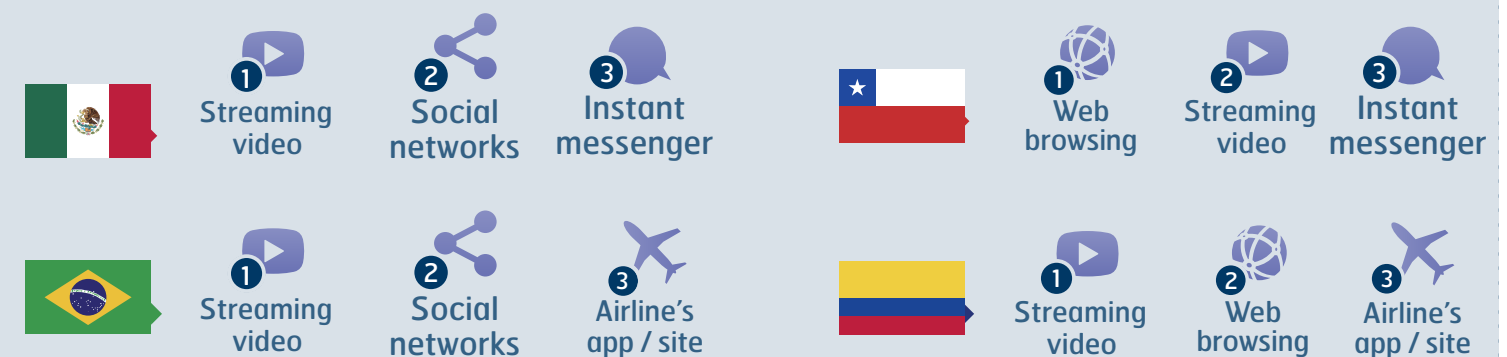
## Latin America

### TOP WILLINGNESS TO PAY



## Latin America

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



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

 **61%** in-flight Wi-Fi

over

**13%**  
IFE

**18%**  
meal

**7%**  
duty free



**38%** bring 3 devices on board



47%



35%

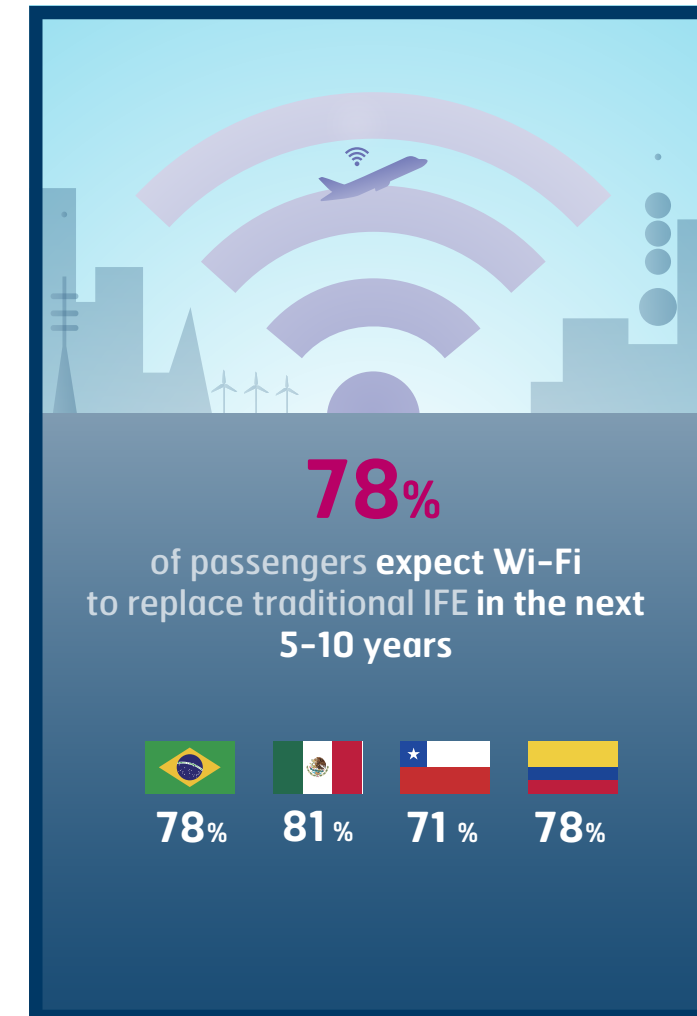
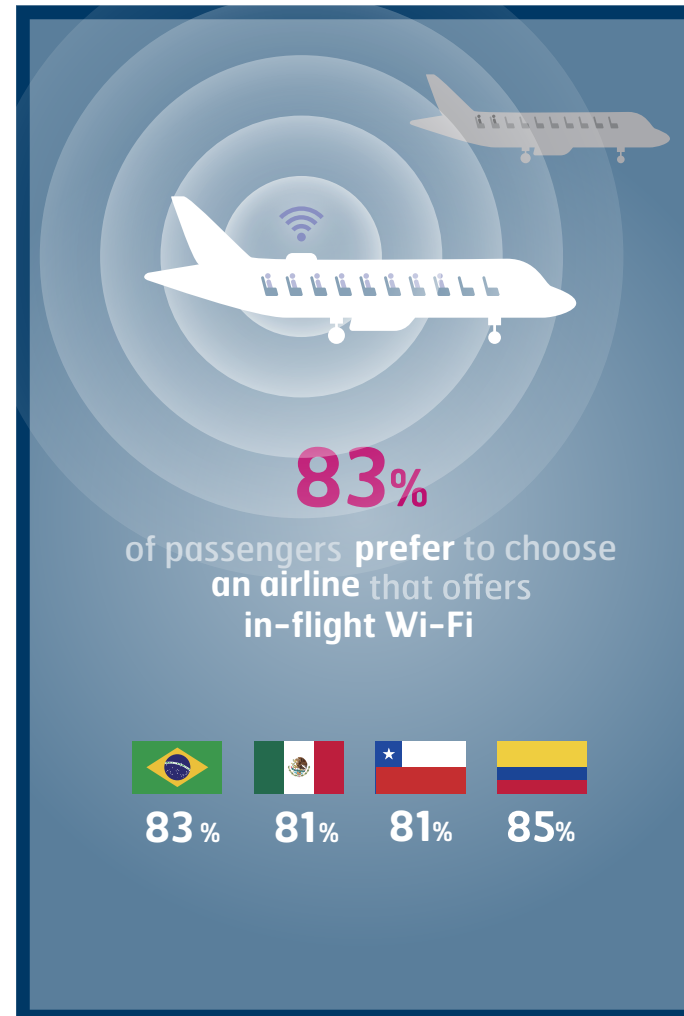


35%



27%

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



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

of them would like to use it



40%

90%



42%

92%



69%

90%



61%

93%

## 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