

Elevated Passenger Expectations

Emerging Inflight Internet Trends

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

Here's What We Found

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.



Digital Content

Content consumption almost doubled in 2020. Over-the-top streaming subscriptions are the main beneficiaries of this increase.¹



Consumer Sentiment

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

¹ Forbes.com

What Airlines Want. What Passengers Crave.



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



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



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



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



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



Alternative distribution models can unlock new opportunities and revenue growth.



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



65% of respondents agree that IFC industry consolidation can lead to simplified service options.

Human connection is more important than ever.

As we welcome more passengers back to the skies, we must be aware of how their needs are changing and how we can increase passenger satisfaction.

"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 of Aero at Intelsat

To learn more or to speak with an Intelsat team member, visit:
www.intelsat.com/solutions/aviation/commercial-aircraft-connectivity

