



ENTERTAINMENT
SOLUTIONS

Viasat™

**Take your connected
entertainment space
to new heights.**



Entertainment is a higher priority than sleep.



62%

of passengers would connect to access in-flight entertainment (IFE) when they fly — that's more than the amount of people who choose to sleep.*

***Source:** Viasat, Passenger Experience Survey, 2024

Entertainment is a powerful loyalty lever.

Our Passenger Experience survey reveals customers will **keep coming back to airlines that deliver the entertainment they want.***

But competition is fierce. Most airlines today offer in-flight entertainment.



***Source:** Viasat, Passenger Experience Survey, 2024

To stand out, you need an entertainment offering as unique as your airline.

- › A great entertainment experience will **improve passenger satisfaction** and drive up both **net promoter scores** and **loyalty**.
- › IFE also presents the perfect opportunity to **elevate your brand** at every touchpoint.

94%

of passengers would use their personal devices even when seatback entertainment is available.*

***Source:** Viasat, Passenger Experience Survey, 2024

So if you're asking...

**"How do I create an entertainment
experience that rises above?"**

The answer is:



High-speed connectivity with
industry-leading flexibility.



So you can deliver advanced experiences for your passengers.

Because our survey reveals they want value in new ways, on their own terms:

45%

want access to personal streaming services, while 42% want more personalized seatback entertainment options.*

81%

would pay extra for access to live broadcast events.*

***Source:** Viasat, Passenger Experience Survey, 2024

Turn every interaction into an opportunity.

A high-engagement entertainment offering, powered by Viasat AMARA, also unlocks **new opportunities for monetization** with integrated advertising and retail partnerships.

Not only could this offset costs, it could add more lifetime value in every seat.



Viasat AMARA allows you to build a unique, brand-aligned entertainment offering that scales with your airline's ambitions.

It empowers you to bring even more exciting opportunities to engage your passengers:



W-IFE to deliver movies, music, and more straight to personal devices.



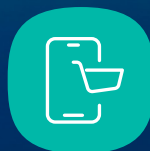
Partnerships with content providers to enable in-flight access.



Partner applications, such as retail, destination bookings, & moving maps.



Access to live, high-demand events, such as world championship sports.



IPTV featuring 30+ live broadcast TV channels.

It's time to create an entertainment experience you can truly call your own.

Viasat AMARA brings together
multi-network, multi-orbit connectivity
with advanced digital solutions.

Now, you can unlock opportunities in
every orbit — creating a powerful
platform for value.

OWN YOUR SPACE • VIASAT AMARA •

OWN YOUR SPACE • VIASAT AMARA •



**Make every flight
more entertaining, and every
seat more valuable, with:**



Download and find more guides to
explore **Viasat AMARA** possibilities
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OWN YOUR SPACE

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