



REVENUE
GENERATION
OPPORTUNITIES

Viasat™

**To passengers, connectivity
is an expectation.**

**To airlines, it's an
opportunity.**



Passengers know what they want when it comes to connectivity.

1 in 3

passengers say being unconnected is one of the most frustrating things about flying.*

83%

think Wi-Fi should be free on flights over 6 hours long.*

94%

would use personal devices even when seatback entertainment is available – 46% would browse the web, and 45% would scroll social media.*

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

It's no secret that high-quality connectivity has the potential to unlock new revenue streams.

But turning in-flight connectivity (IFC) from a cost into a revenue engine is no small task.



**You can take control
of it all, with:**

Viasat™
AMARA



Viasat AMARA helps you unlock connectivity's full potential

Viasat AMARA presents clear, manageable routes to revenue:



Viasat Ads

Integrate dynamic advertising targeted by destination, route, or region.



Scalable ancillary services

Connect passengers to paid, premium, or affiliate services from application partners.



Brand partnerships

Collaborate with brands to bring sponsorships and product activations to your airline.

Done right, passengers accept ads.

Our research shows passengers are open to ads — if the experience is seamless.



87%

are willing to
watch ads in
return for free
Wi-Fi.*

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

Viasat AMARA can help you effectively monetize engagement and offset the cost of IFC investments by:



Enabling ad-supported
Wi-Fi offerings



Integrated advertising
throughout partner applications



Serving ads dynamically to enhance
the value of digital ad inventory

Viasat can also manage everything from start to finish, **from attracting advertisers to reporting results**, potentially saving you even more.

Offering more value to passengers could return more value to your airline.

Passenger demand for in-flight personalization,
from food and drink to seatback entertainment,
has doubled, year on year.



41%

of passengers say
access to their
personal streaming
accounts would
improve their
inflight experience.*

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

Viasat AMARA gives you the tools to deliver the services passengers expect — and the extras they remember.



Retail

Enhance onboard shopping with streamlined payments options and more purchase opportunities.



Order-to-seat

Connected partner applications can enable passengers to order food, drinks, and duty-free items directly to their seat **increasing spend per passenger.**

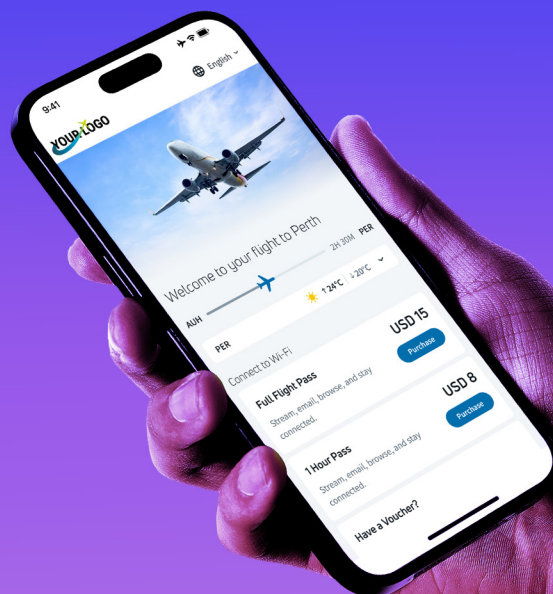


Unlocking new revenue streams is easier than ever.

Beyond dynamic advertising, you can tap into scalable ancillary services — connecting partner applications that offer premium, paid experiences your passengers will value.



It's time to make your space more rewarding.



Download and find more guides to explore **Viasat AMARA** possibilities by accessing below:

OWN YOUR SPACE

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