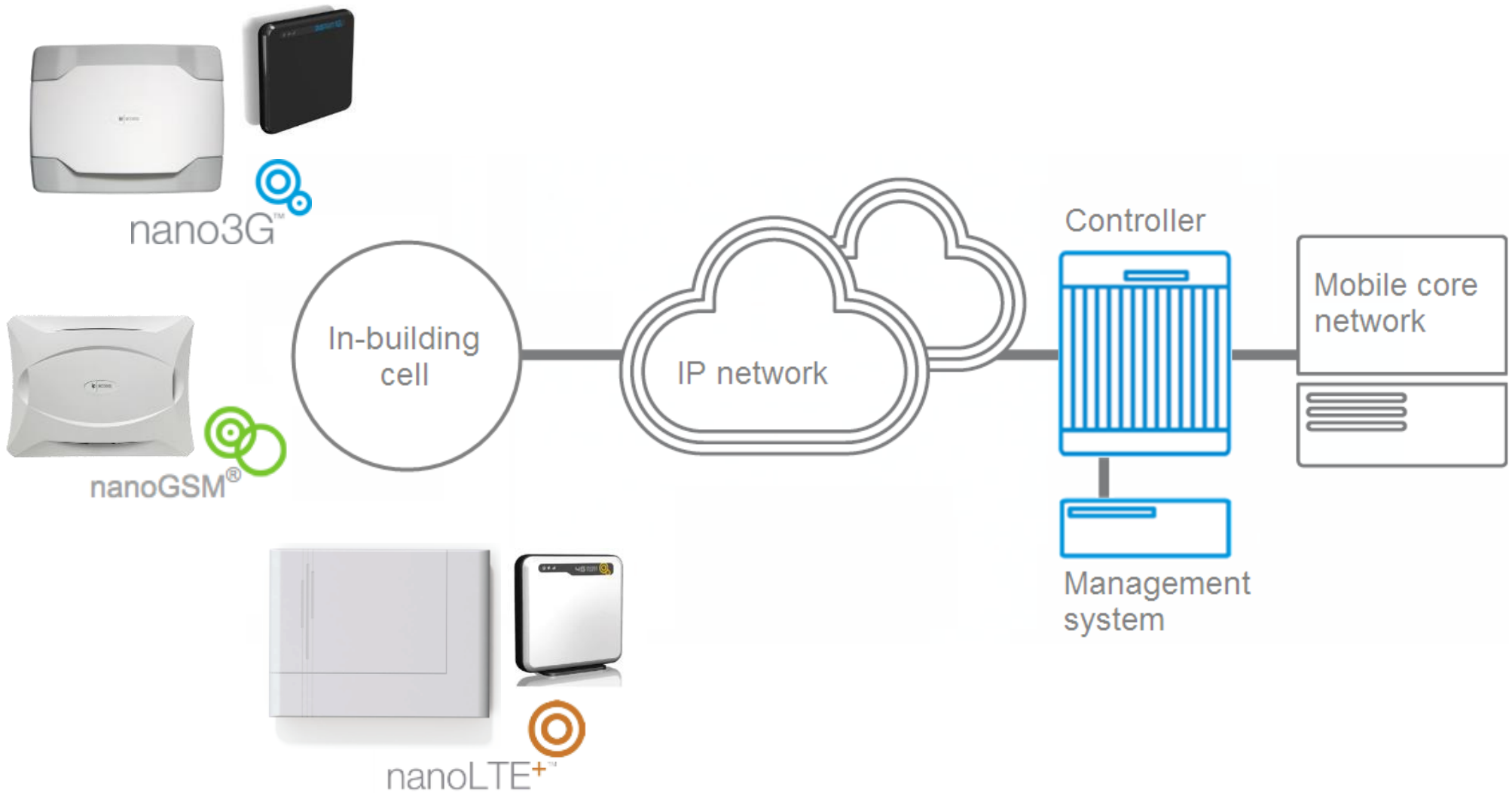




Cellular To The Connected Passenger

Ben Ash



Aviation Innovation (Personal highlights)

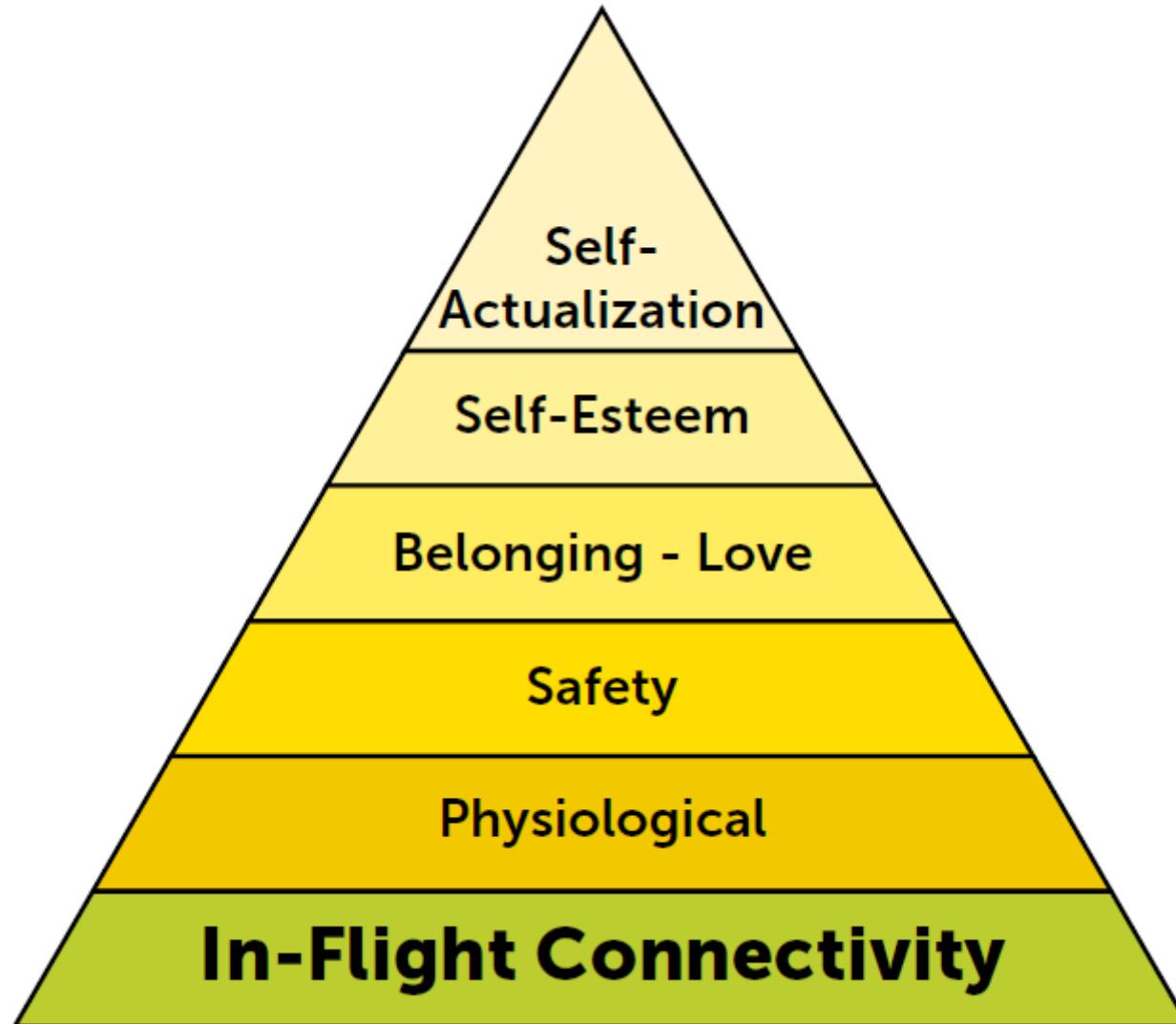


Inflight Connectivity Growth (via consumer metrics)





wifi



“92% of respondents would like to access on-board internet connectivity, but only if it’s of a good quality (60% might not connect to a poor service)”

Aviation Cellular? We've been doing it for years.

ip | access

Panasonic



- Maximise spectrum usage – cellular is complementary to WiFi as it is in ground-based networks
 - WiFi offloading becomes Cellular offloading!
- Quality of service
- Ease of use for passengers
 - No sign in pages, ease of roaming
- Security
 - Continued Wi-Fi exploits
 - Apple iOS 11.

- Wi-Fi used to be exciting, now a commodity
 - Has a PR image issue – why else would Apple introduce Wi-Fi assist?
 - In a world of Wi-Fi, Cellular becomes a sales differentiator, for airlines and consumers

- Pricing models:
 - Free to user via roaming agreements
 - Bringing the MNO onboard – brand awareness
 - Neutral host allows multiple MNOs
 - Sponsorship/buying larger pipe sizes in certain regions or for events
 - Revenue sharing with airline and partner MNO

- Ip.access is not alone in anticipating this huge growth in in-flight connectivity.
- Global Market Insights see a rise in connectivity enabled by increased backhaul capacity, lower backhaul costs, that needs to be matched by increased on-plane spectrum
- As passenger demands for wireless connectivity increase, it would be foolish for airlines not to make cellular part of the mix
 - Increase revenue, keep customers satisfied