

الطيران العُماني
OMAN AIR



The Future of Air Transport 2010

In-flight entertainment: fees or free?

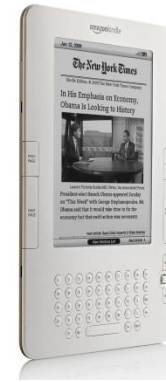
Peter Hill: Chief Executive Officer, Oman Air

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In-flight entertainment *and connectivity*: fees or free?

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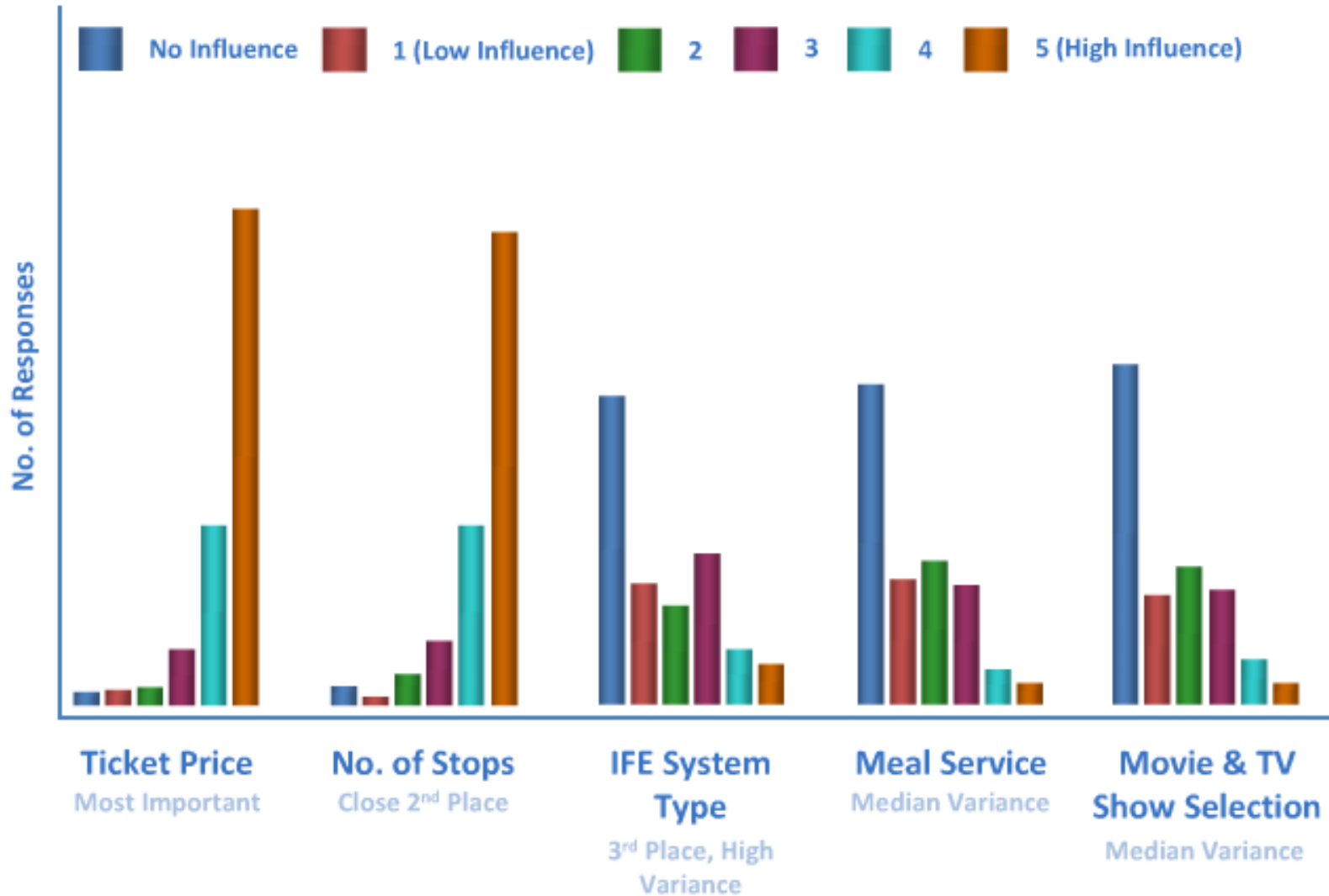
IFE and connectivity




The evolution of IFE



Passenger choice




- 
- Airbus ALNA V2 system
 - Honeywell SwiftBroadband (SBB) solution, via OnAir and Inmarsat
 - Offers voice calling, SMS, GPRS, webmail, instant messaging and internet access

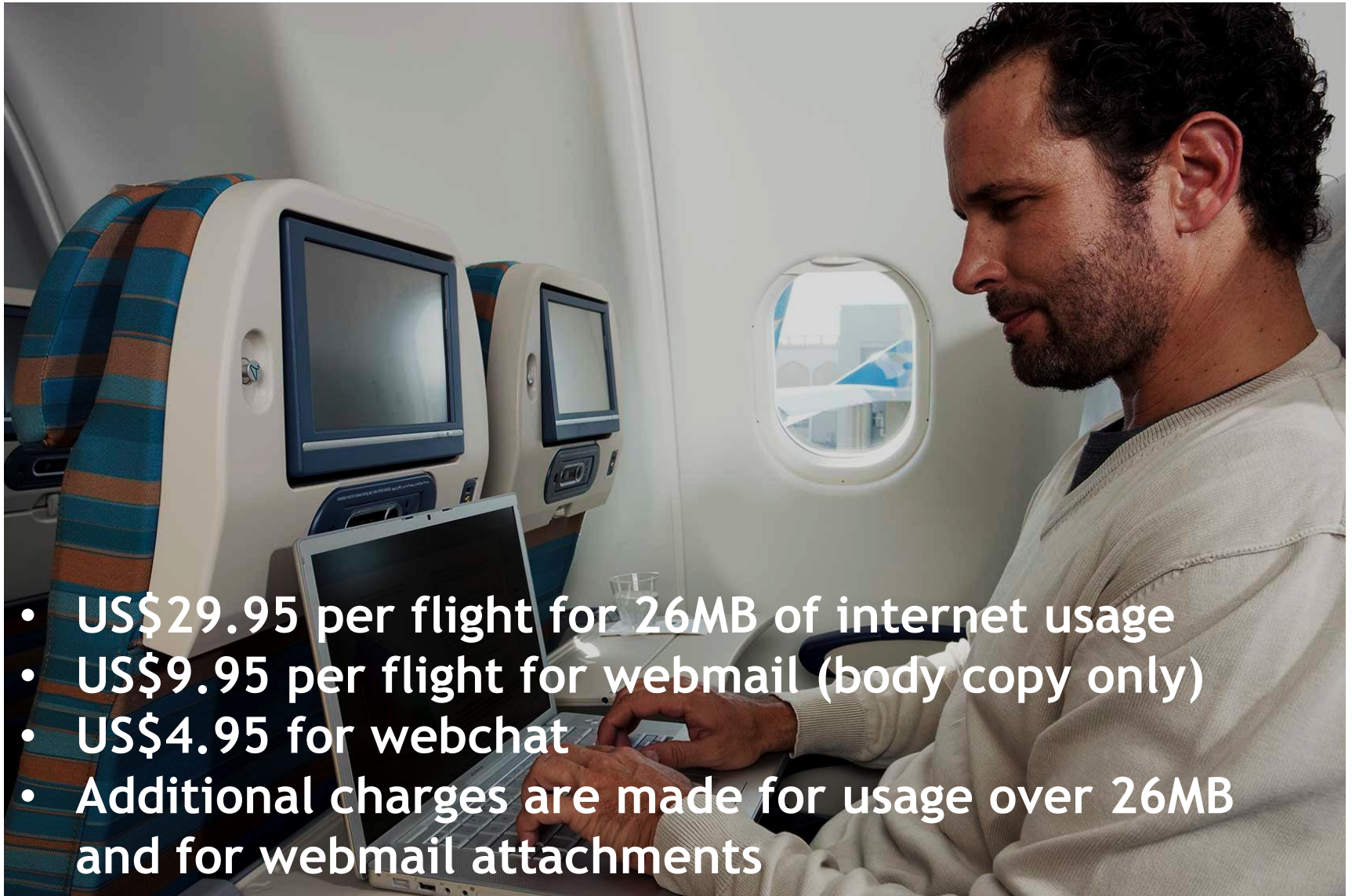


- Thales i5000 AVOD system
- Rockwell Collins Tailwind live satellite TV
- Seat-back touchscreen monitors
- Offers movies, TV programmes, music, games, connectivity with laptops and handheld devices

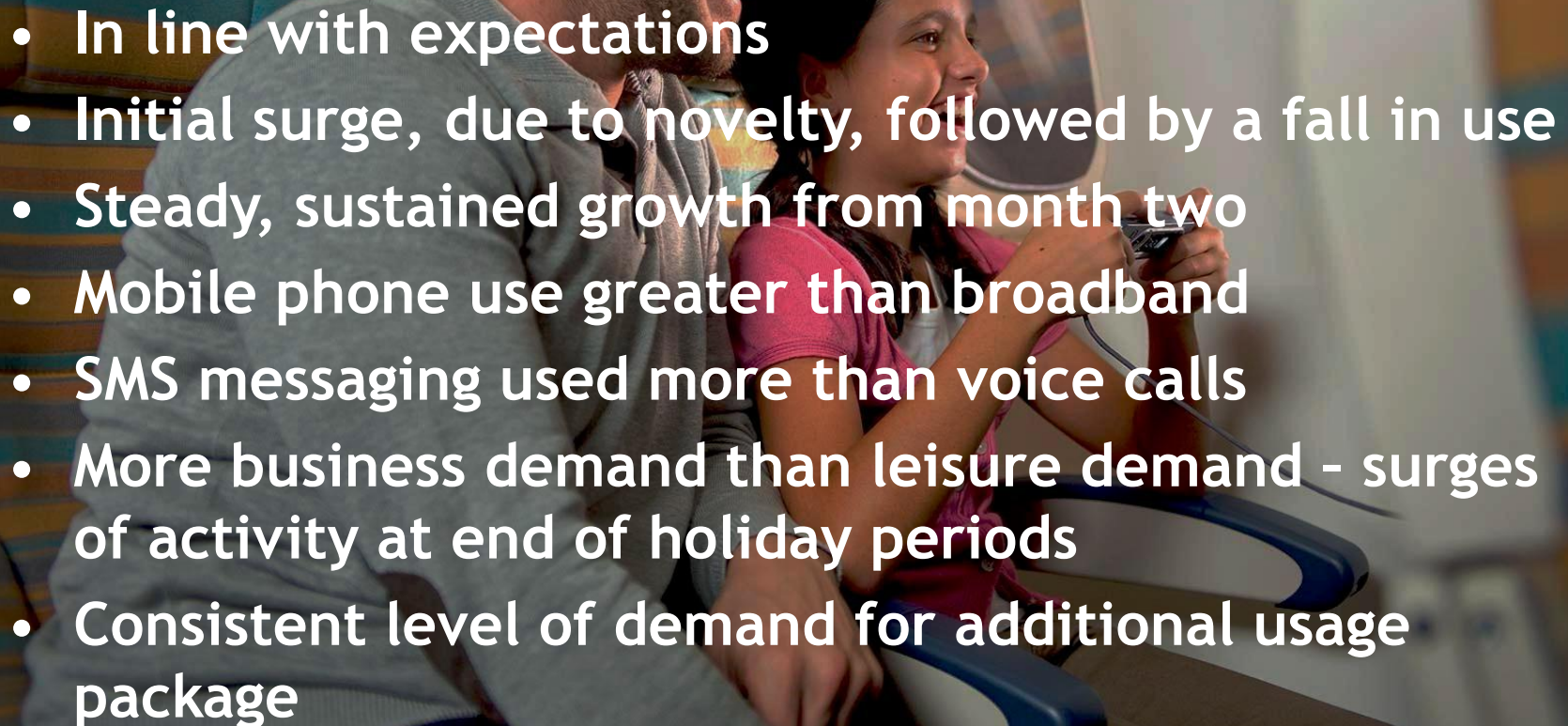
Pricing options

- 
- Included in ticket price
 - Customers pay for their own usage

Oman Air's pricing



- US\$29.95 per flight for 26MB of internet usage
- US\$9.95 per flight for webmail (body copy only)
- US\$4.95 for webchat
- Additional charges are made for usage over 26MB and for webmail attachments

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- In line with expectations
 - Initial surge, due to novelty, followed by a fall in use
 - Steady, sustained growth from month two
 - Mobile phone use greater than broadband
 - SMS messaging used more than voice calls
 - More business demand than leisure demand - surges of activity at end of holiday periods
 - Consistent level of demand for additional usage package

- IFE and connectivity must be integrated
- Handheld devices allow personalisation of IFEC
- IFEC will have an important influence on airline choice
- Technological development drives passenger expectations, which influence onboard provision
- Passenger demand for connectivity will grow
- In the “fees or free” debate, there is no such thing as free

Conclusion

Don't ask:
"Should we introduce connectivity?"

or

"Will it work?"

Do ask:

"How soon can we introduce connectivity?"

and

"How will we make it work for everyone?"