

At Home In the Air

Single Focus Workshop: Connectivity

July 14-15, 2009

Mike Moeller, VP of Sales and Marketing
LiveTV LLC



Session Questions

- What's happened in the USA?
- How do I give real time television to my passengers outside of the USA?
- What is real-time TV?









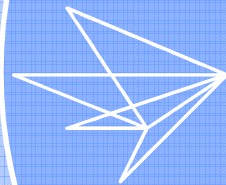
Our Mission - At Home on Every Airplane

**“At Home in the Air”
Passenger**

**Narrowbody Aircraft
Requirements**

Screen in
Every
Seatback

Wi-Fi in Every
Cabin



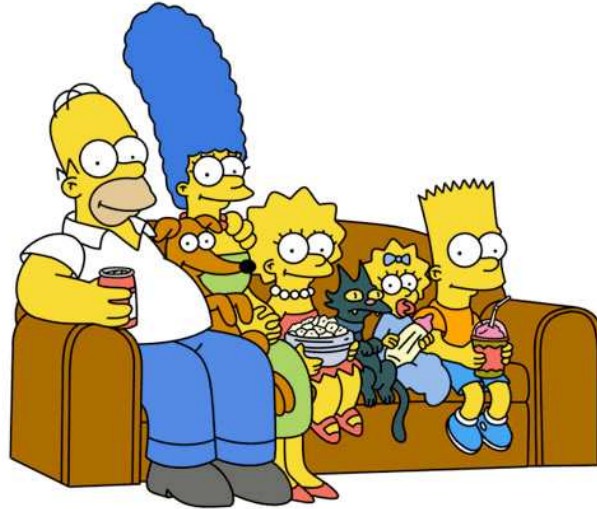
Proven to Pay
Simple, Easy
to Manage
Lasts a Long
Time

A Screen in Every Seatback

“At Home
in the
Air” is...



It is Not...



Study: 99% of Video is Still Seen on TV

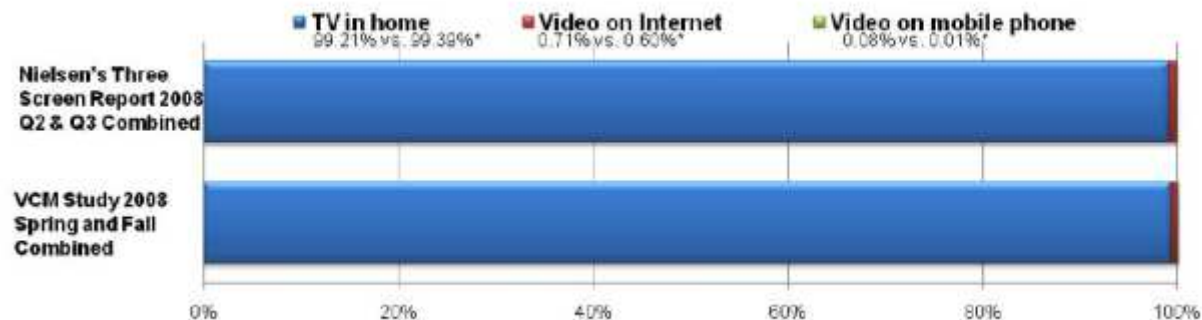
Written by [Frederic Lardinois](#) / June 3, 2009 9:30 AM / [7 Comments](#)

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A new report ([PDF](#)) from the [Council for Research Excellence](#) functions as a good reminder to those of us who spend a lot of time on the web that we can often have a rather skewed view of how the rest of the world consumes media. If you are reading this, there is probably a good chance that you watch a lot of video online, or that you record your TV shows on your DVR and fast-forward through ads.

This study, which was sponsored by media research firm [Nielsen](#), however, concludes that the average adult in the U.S. still watches an almost unbelievable 5 1/2 hours of live TV every day. 94% of adults watch TV on any given day, while most people only watch online videos for a few minutes a day.





**Quality,
Variety,
Freshness**

**Programmed
by the Pros**

Gate to Gate

Live TV Confidential

But “At Home” means more !!





/

17 M Subscribers =
(US numbers)

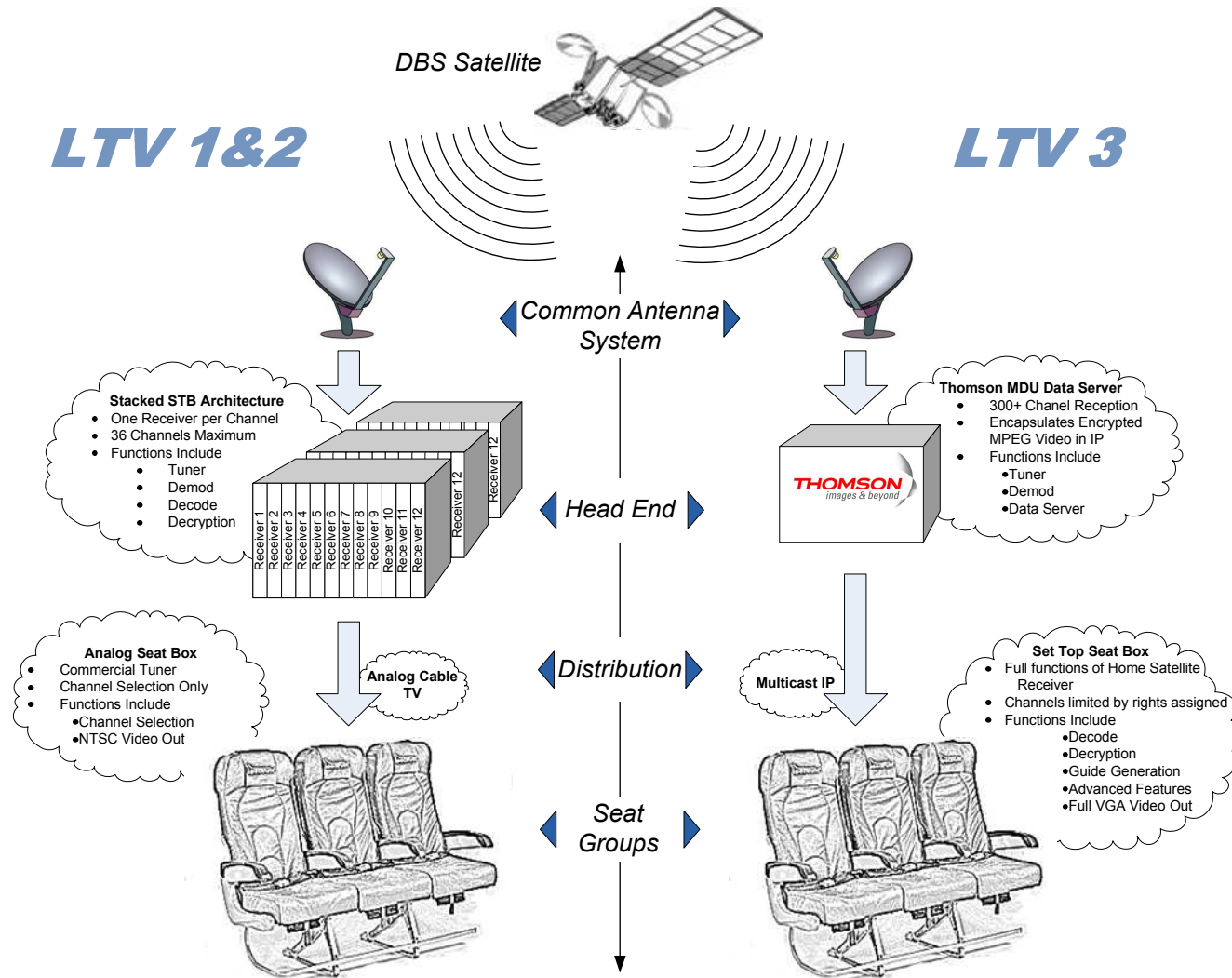


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300 airplanes =



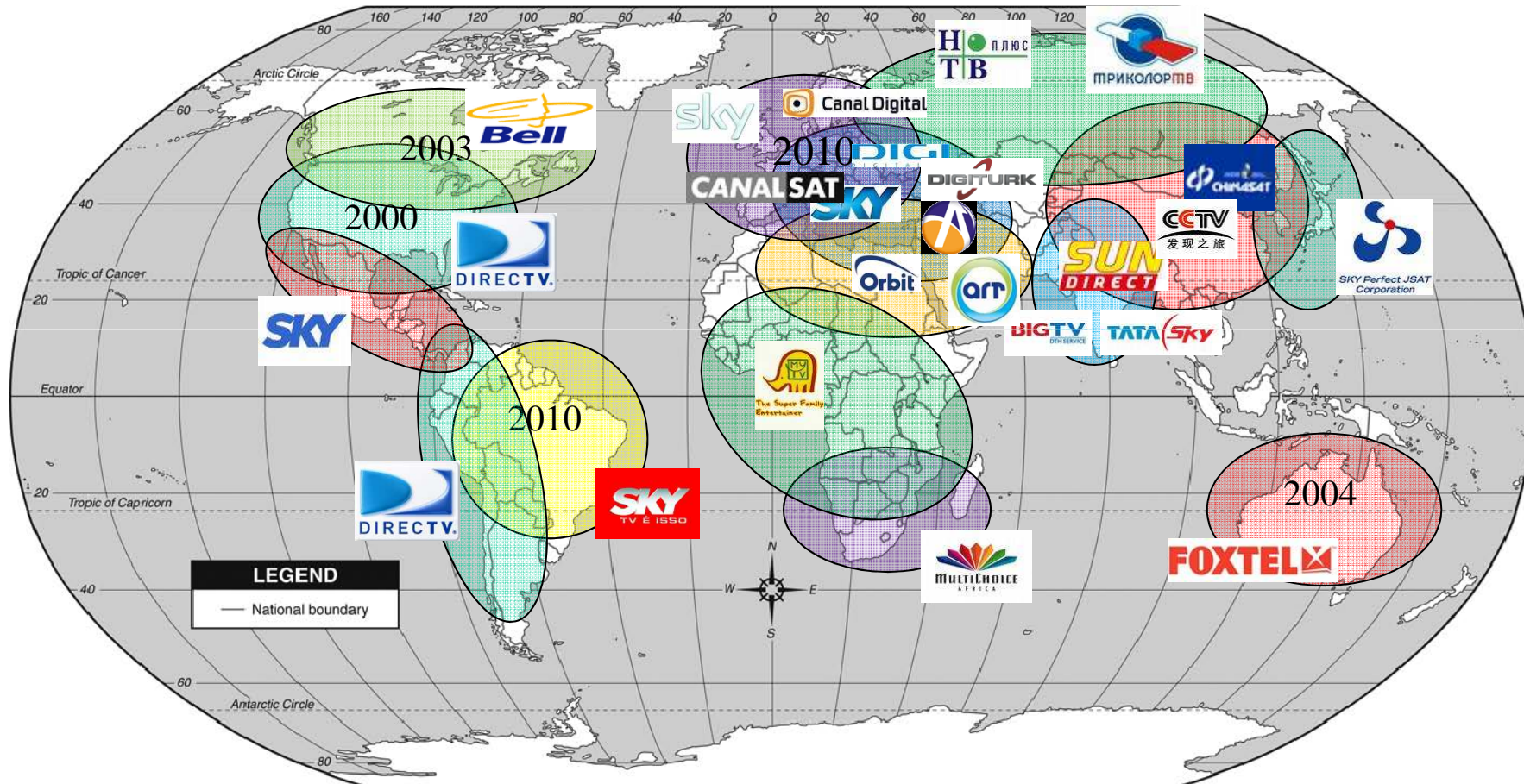
Satellite TV Architectures



- 737-900ER Prototype complete and STC received
- First Flight successful April 4, 2009!! Orlando to Newark.
- System reliability and performance exceeding expectations
- 900-ER installations progressing at LiveTV, MRO and CAL installation facilities. 737-700,800, and 757-200 prototype installs to follow shortly.



Regions Served with DTH Live Television



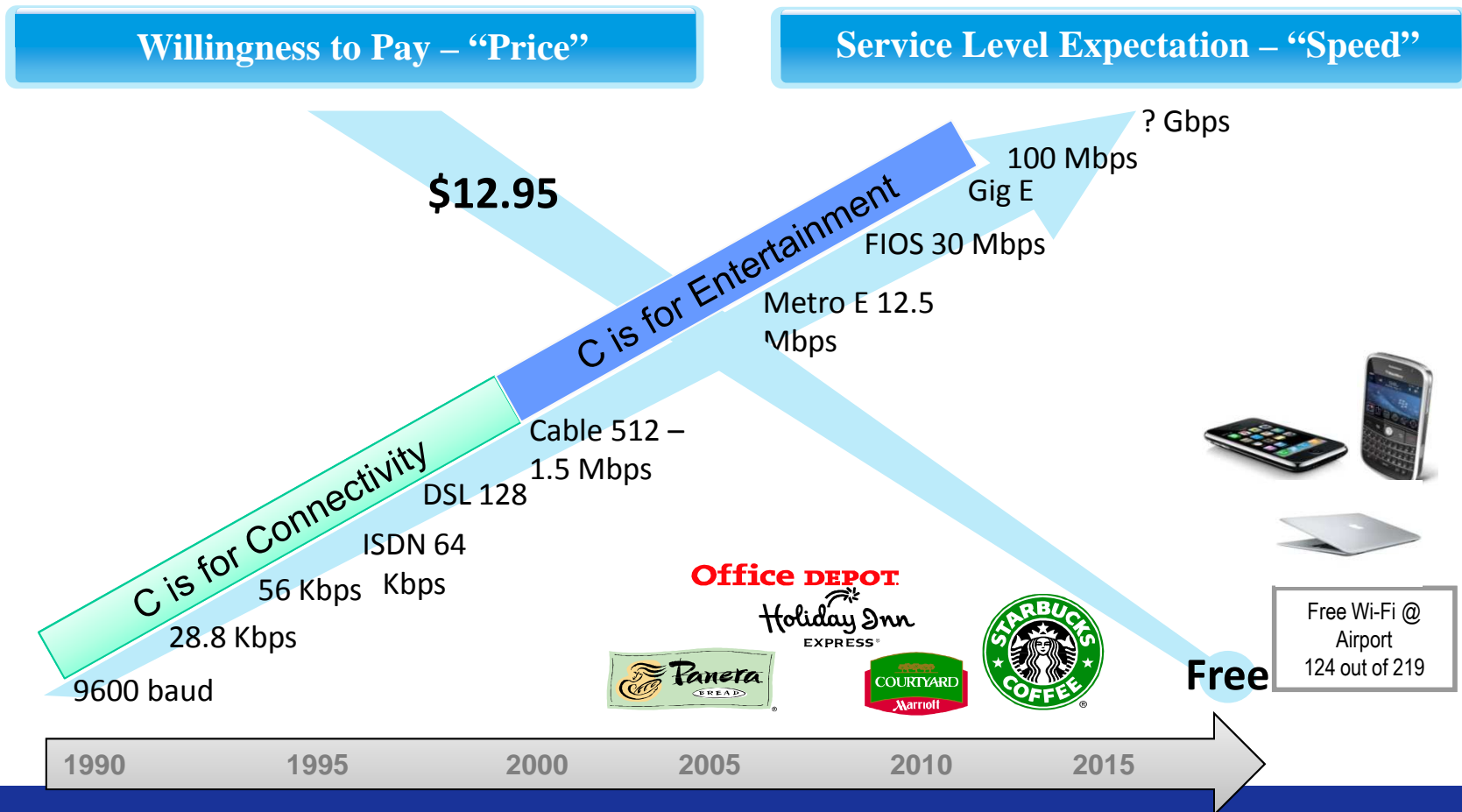
Just a few comments about Connectivity ?





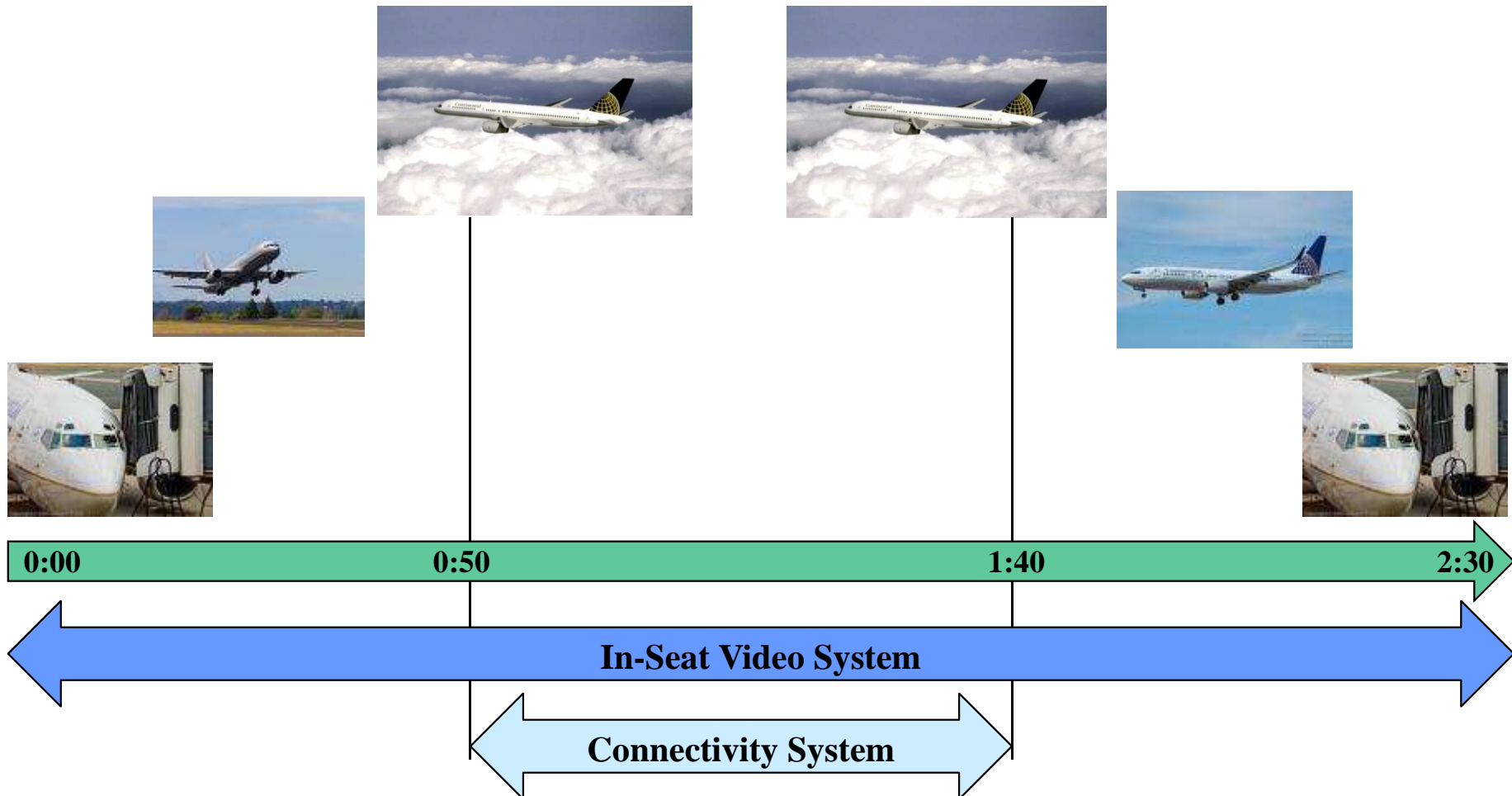
“At Home” Trends will Influence “in the Air” User Expectations

- Customer expectations for speed continue to increase, while proliferation of free options on the ground will decrease willingness to pay while in the air
- Penetration of 3G devices as well as FCC plans to open up “white space” 700 mhz spectrum for unlicensed use will continue and accelerate these “scissor” trends



Serving Passengers Gate-to-Gate

Typical US Flight (2.5 hour GTG)





For more Information:



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