

ATTITUDES TO INFLIGHT MEDIA SURVEY 2020



Inadvia surveyed advertiser and media agency decision makers to understand their attitudes to inflight advertising.

HOW ATTRACTIVE IS INFLIGHT?



76% of respondents believe the inflight audience to be a desirable audience for them

Yet only...



25% have ever booked an inflight campaign

WHY?

While inflight has inherent strengths, its weaknesses are too big a barrier to entry for many



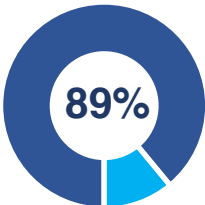
Genuine audiences
High viewability rates
Engaged passengers
Broadcast-quality content



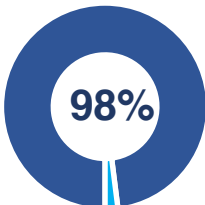
Targeting
Reporting
Trading method
Scale

WHAT DO ADVERTISERS NEED?

1. Improved Targeting

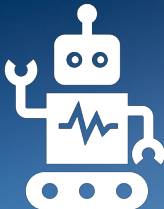


Would be interested in inflight video advertising if it was targeted



Would be more likely to invest if they could buy inflight programmatically as an option

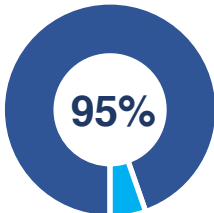
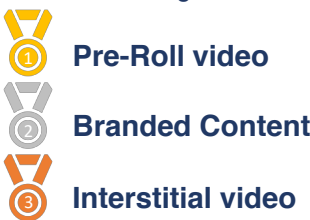
2. Programmatic Trading



3. Video, Video, Video



Video is the most desirable format and where most advertising growth is coming from globally. **Top 3 requested** advertising formats are:



Would be more likely to invest if they could buy multiple airlines' inventory from one platform

4. Scale and Ease of Access



THE OPPORTUNITY IS HUGE



agree that media channels and ecosystems that rely on their own first-party data will become increasingly important in light of Google's decision to phase out 3rd-party cookies

www.inadvia.com

info@inadvia.com