

# Emirates Inflight TV



Over 130 wide bodied aircraft

Over 27.5 million passengers per year

Over 100 destinations

Flying to over 60 countries

Across 6 continents

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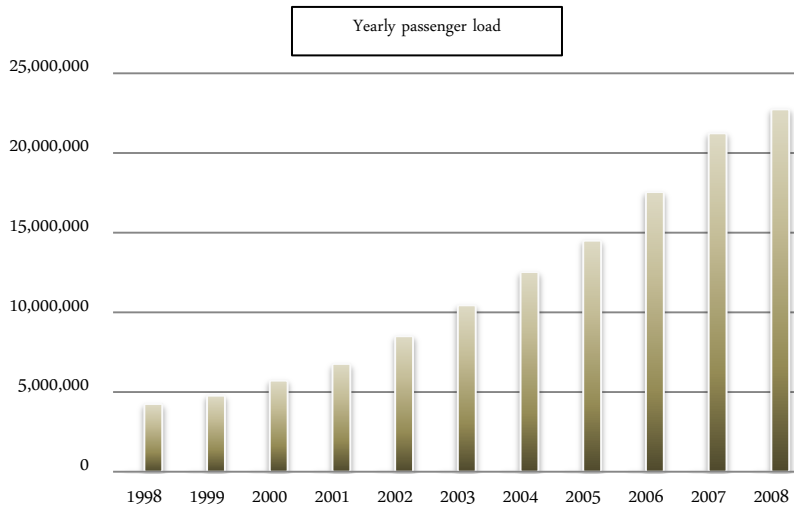
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# Fly Emirates



## Emirates is Growing

Over 2.2 million captive and affluent people are exposed to your message,  
... every month!



Emirates is currently largest Airline in the world in terms of Scheduled international passenger-kilometers flown.

- 1 Emirates
- 2 Lufthansa
- 3 Air France
- 4 British Airways
- 5 Singapore Airlines
- 6 Cathay Pacific
- 7 American
- 8 KLM

*Source: IATA statistics*

Advertising on Emirates Inflight TV means advertising on a TV platform that is experiencing an exponential audience growth year after year.



# Fly Emirates



## Emirates is Value



An Emirates passenger is used to high standards in life and chooses Emirates because of its reputation, excellent service, 5-star cuisine and of course its award winning entertainment.

Advertising on Emirates inflight TV means targeting an affluent and uniquely captive audience. Nowhere will your TV commercial be better understood by the right people than on the best inflight entertainment platform.

# Fly Emirates



## Emirates is Quality

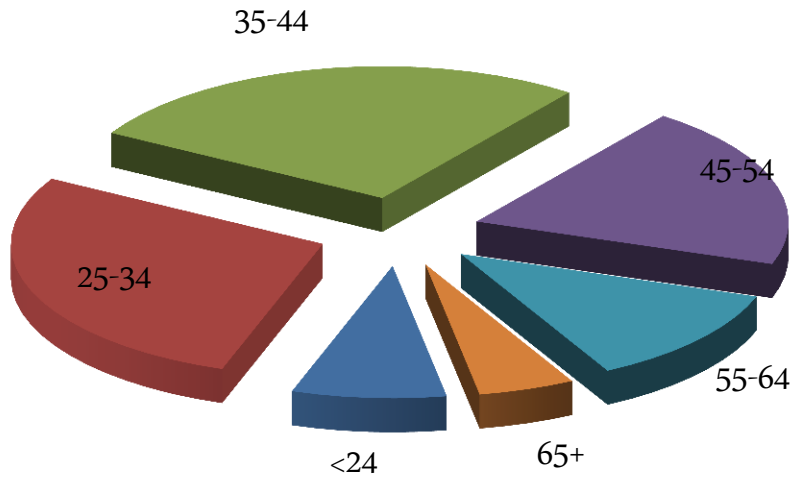
- Emirates has won over 400 awards for excellence
- Emirates won the Skytrax 'Best Inflight Entertainment' award 5 consecutive years: 2005/6/7/8/9
- Emirates was the first airline to offer TV screens in every seat in 1992
- Emirates was the first airline to offer SMS and email service in every seat
- Emirates was the first airline to transmit live news headlines to its aircraft
- Emirates was the first to allow mobile phone use inflight and is currently available on nearly 60 aircraft. *(October 2009)*



# Passenger Demographics



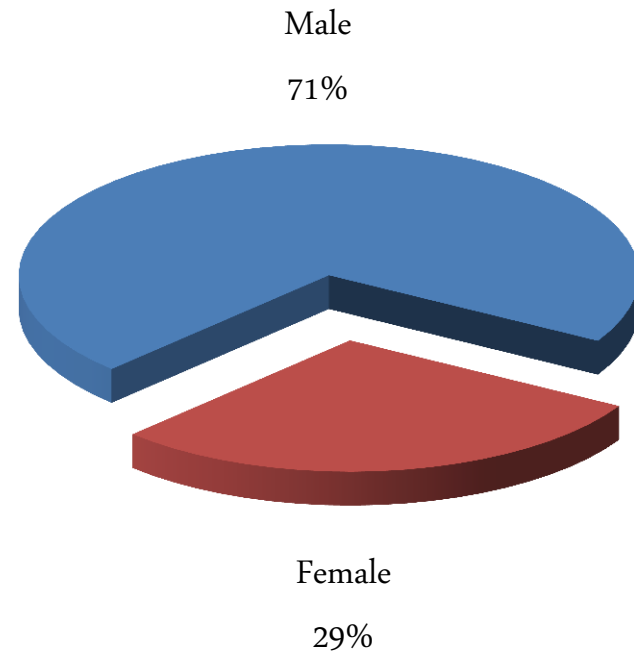
## Age



Key target market 25-54: 75%

Key target market 25-44: 55%

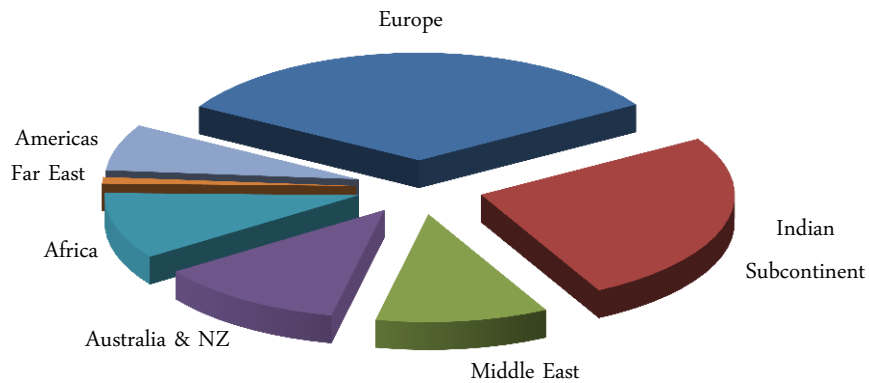
## Gender



# Passenger Demographics

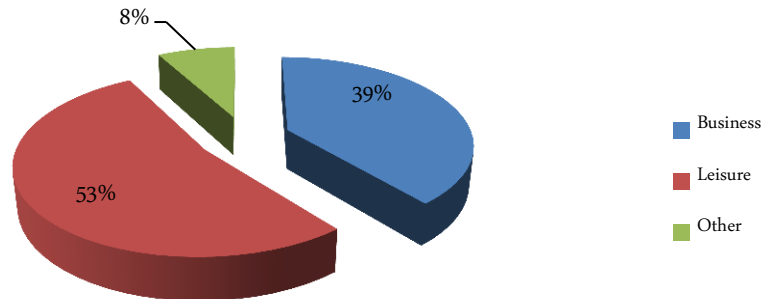


## Nationality



Europe	32%
Indian Subcontinent	25%
Middle East	12%
Australia & NZ	11%
Africa	11%
Far East	2%
Americas	7%

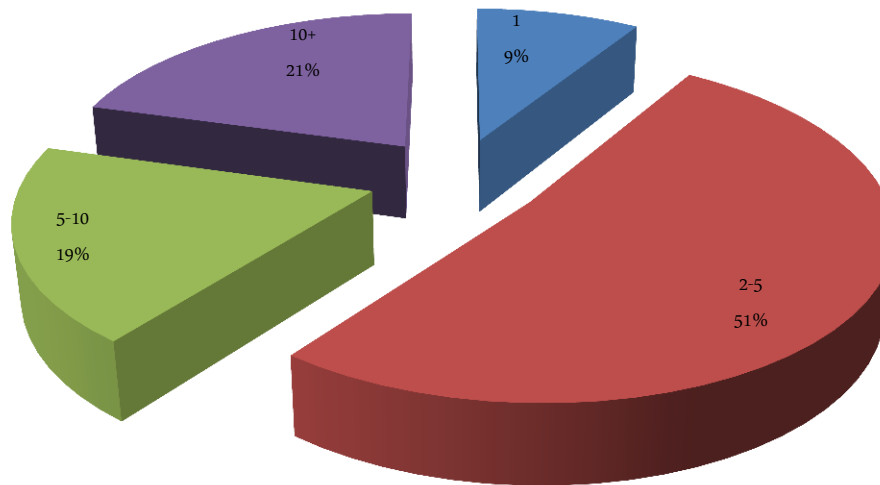
## Reason For Travel



# Emirates In-Flight Advertising Survey



How many return flights do you make a year on average?

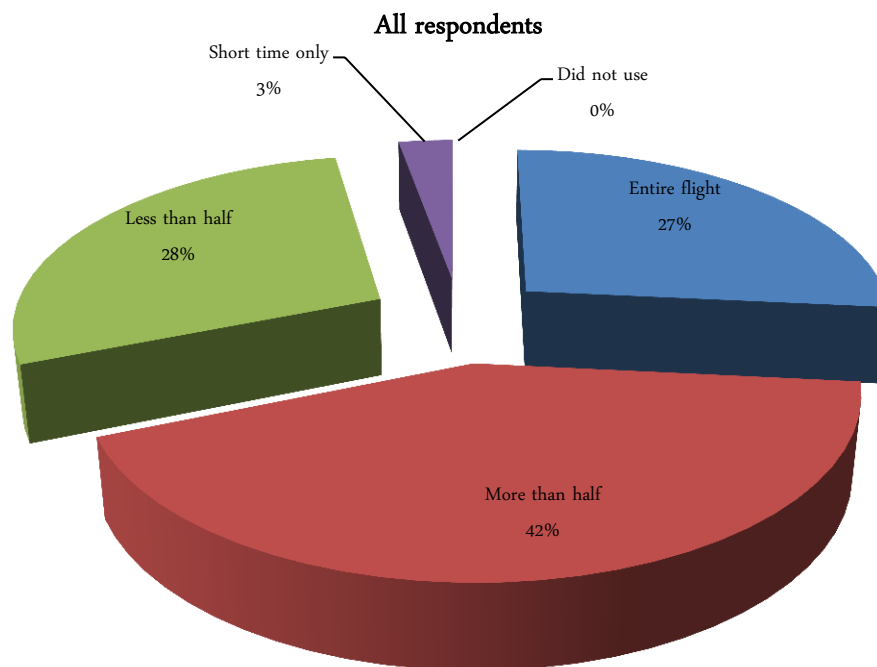


The Emirates customer base predominantly consists of frequent travellers. 40% of these passengers can be considered very intensive travellers.

# Emirates In-Flight Advertising Survey



## How Long Did You Use The Entertainment System?

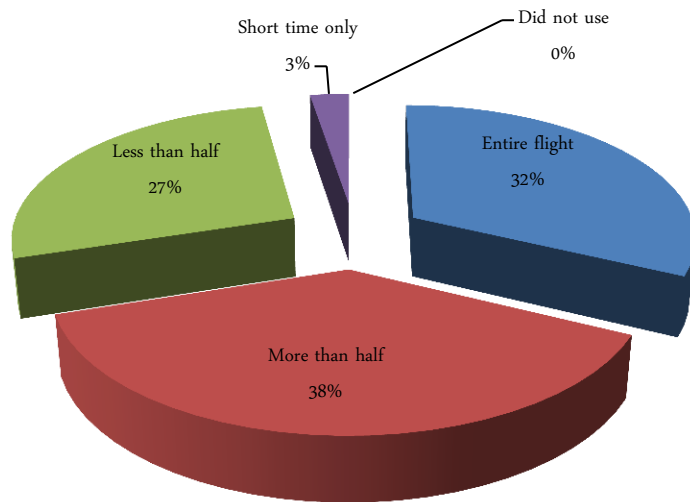


# Emirates In-Flight Advertising Survey

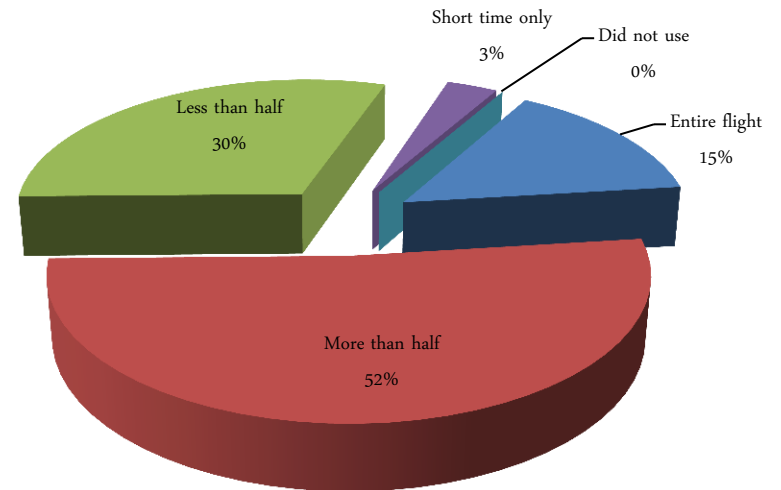


## How Long Did You Use The Entertainment System?

**Economy Class**



**First Class and Business Class**



# Emirates In-Flight Advertising Survey



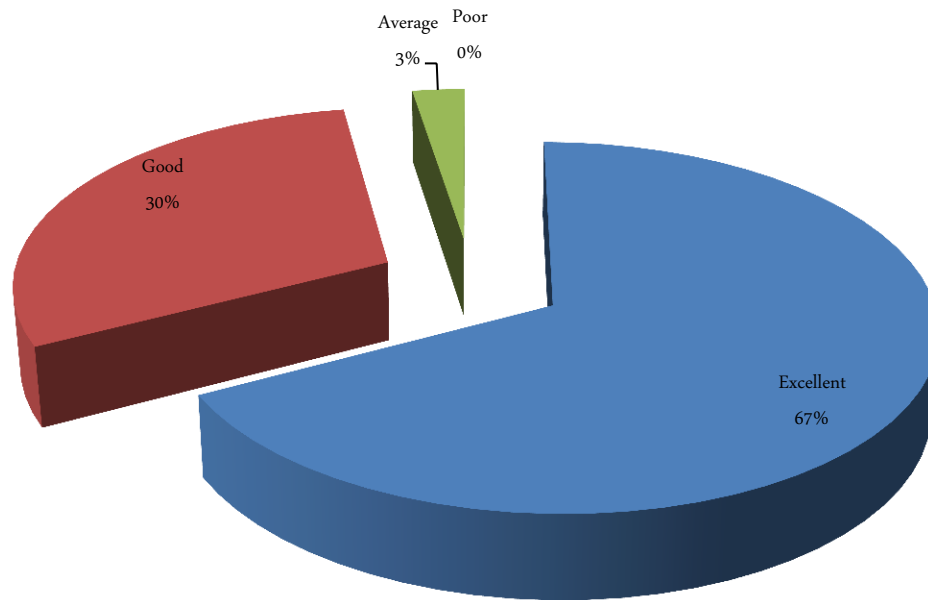
## How Long Did You Use The Entertainment System?

- One in three passengers uses the entertainment system from take off to landing
- 100% of the respondents uses the inflight entertainment system at some time during the flight
- 67% of all First Class and Business Class passengers use the system for more than half of the entire flight.

# Emirates In-Flight Advertising Survey



How would you rate the overall choice of entertainment

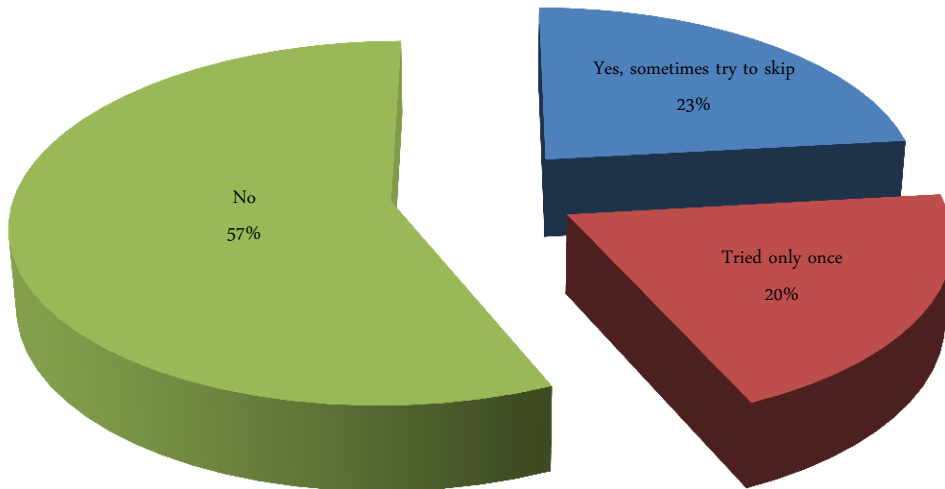


7 out of 10 passengers give the choice of entertainment the highest possible score. Emirates has won best inflight entertainment awards from Skytrax for the last 5 years.

# Emirates In-Flight Advertising Survey



Did you try to skip TV advertising using fast forward during today's flight?



Almost 6 out of 10 passengers never fast forward any advertising .

Only 23% of the passengers try to skip the advertising sometimes.

20% of the passengers try only once.

# Emirates In-Flight Advertising Survey



## Advertising recall

**78% of Emirates passengers have seen TV Advertising during their flight**

56% of Emirates passengers can attribute 2 or more brands correctly

29% of Emirates passengers can attribute 3 or more brands correctly

10% of Emirates passengers can attribute 4 or more brands correctly

# Emirates In-Flight Advertising Survey



## HSBC Impact

Recall: 47%

% of the passengers who recall to have seen the ad

Base: all passengers

Attribution: 81%

% of the passengers who can attribute the correct brand to the ad

Base: passengers who recalled the ad

Impact: 38%

% of the passengers who have seen the ad and can attribute the correct brand

Base: all passengers

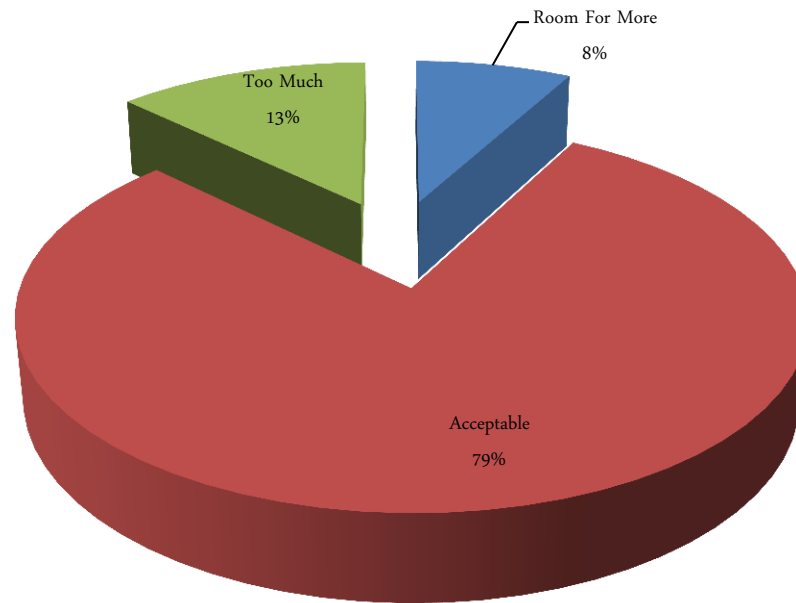
4 out of 10 passengers had seen the commercial and named HSBC as the correct advertiser.

In other words: over 1.5 million passengers left the airport with HSBC on their mind during this advertising cycle.

# Emirates In-Flight Advertising Survey



What do you think about the amount of advertising before movies and TV ?



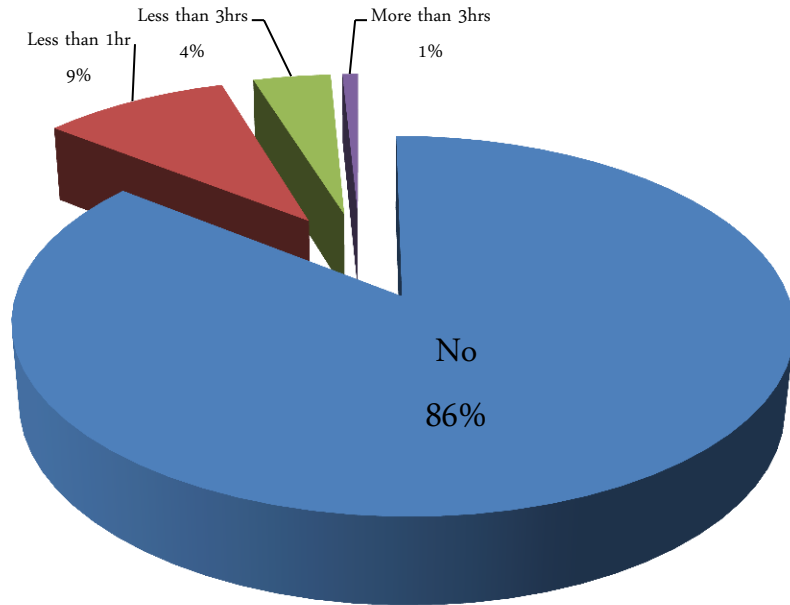
Almost 80% of Emirates passengers are comfortable with the amount of advertising that is shown onboard.

# Emirates In-Flight Advertising Survey



Did you work during the flight?\*

Only 5% of business travellers do a substantial amount of work during the flight. Many business travellers value their time onboard Emirates to catch up on movies and TV.



# Inflight Entertainment Systems



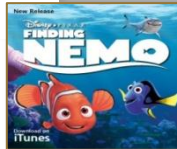
## Emirates Inflight TV:

The biggest selection of entertainment in the skies



FRIENDS

Comedy TV



Disney Classics



New Movies



World Cinema



Quest TV



Film Club



Arabic TV



Arabic  
Cinema



Sport TV



Music & the  
Arts TV



Bollywood Movies



Drama TV



CTV & Skysurfers

# Inflight Entertainment Systems



## ice

Between 600 and 1200 channels of premium entertainment

Video On Demand

Available on all Airbus 380, Boeing 777 and Airbus 340-500

Content Updated Monthly

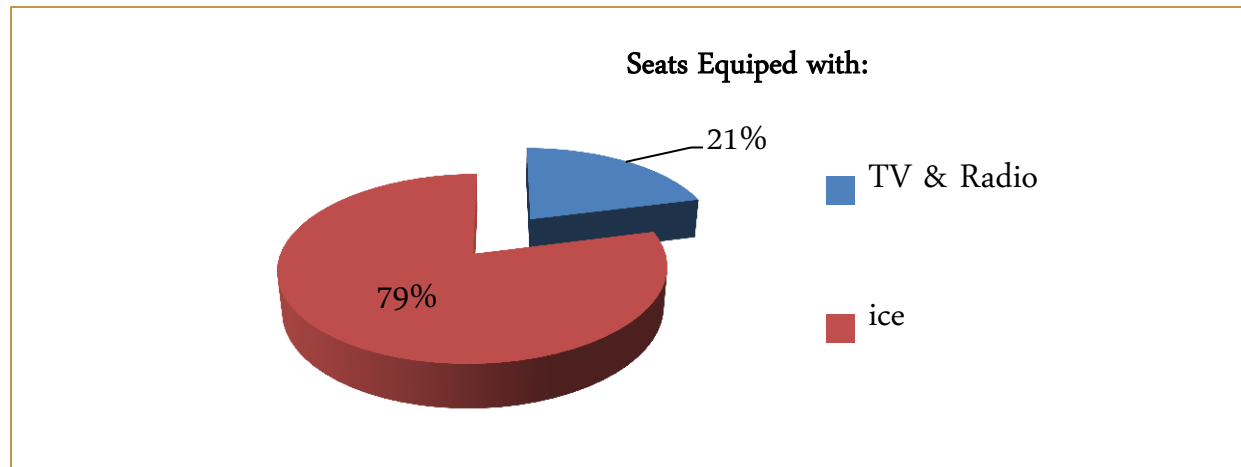
## TV & Radio

Up to 20 broadcast video channels

Available on Airbus 340-300 and Airbus 330-200

First Class and Business Class are being upgraded to ice on demand over the next 12 months

Content Updated Bi-Monthly



# Advertising Opportunities



## ice Package

- 80% of seats
- ice and ice Digital Widescreen
- 1,800,000 + passengers
- 1 month cycle

## Multi Channel Package

- 100% of seats
- ice, ice Digital Widescreen, ice OnDemand, TV&Radio, Entertainment
- 4,500,000 + passengers
- 2 month cycle

# Advertising Opportunities



## Multi Channel Package

- 2 month cycle
- 46 channels on ice Digital Widescreen
- 35 channels on ice
- 14 - 19 channels on TV&Radio

Cycle	Booking
Dec - Jan	Oct 1 <sup>st</sup>
Feb - Mar	Dec 1 <sup>st</sup>
Apr - May	Feb 1 <sup>st</sup>
Jun - Jul	Apr 1 <sup>st</sup>
Aug - Sep	Jun 1 <sup>st</sup>
Oct - Nov	Aug 1 <sup>st</sup>

## ice Package

- 1 month cycle
- 46 channels on ice Digital Widescreen
- 35 channels on ice

Cycle	Booking
Dec	Oct 1 <sup>st</sup>
Jan	Nov 1 <sup>st</sup>
Feb	Dec 1 <sup>st</sup>
Mar	Jan 1 <sup>st</sup>
Apr	Feb 1 <sup>st</sup>
May	Mar 1 <sup>st</sup>
Jun	Apr 1 <sup>st</sup>
Jul	May 1 <sup>st</sup>
Aug	Jun 1 <sup>st</sup>
Sep	Jul 1 <sup>st</sup>
Oct	Aug 1 <sup>st</sup>
Nov	Sep 1 <sup>st</sup>

# Advertising Opportunities



## Special Packages

### Children

A handpicked selection of children's channels including Disney movies (subject to approval).

### Arabic Content

A selection of channels drawn from Arabic Movies & TV.\*

### Japanese Content

Focused placement on Japanese movie channels only.\*

### Hindi Content

Targeted placement on Bollywood movie channels and Hindi TV.\*



\* Advertisements must be in local language



# Rate Card



Multi Channel Package		ice Package	
2 Months (4,500,000 passengers)		1 Month (1,800,000 passengers)	
20 seconds	\$48,738	20 seconds	\$25,588
30 seconds	\$60,708	30 seconds	\$31,872
40 seconds	\$80,917	40 seconds	\$42,482
60 seconds	\$109,273	60 seconds	\$57,369

## Volume discount

3-5 months:	5%
6-9 months:	10%
10+ months:	15%

- All rates are in US\$
- Rates for special packages on request
- Booking deadline: 2 months prior to broadcasting month
- Material deadline: 7 weeks prior to broadcasting month
- All Advertisements are to be in English except the Hindi, Arabic and Japanese packages
- All advertisements are subject to approval by Emirates

# The Region's Leading Brands



**Panasonic**

**HSBC** 

**SUPER-MAX**  
Quality Shave Solutions

**damas**  
THE ART OF BEAUTY.  
Since 1907

  
الترابيا  
THURAYA

**FUJITSU** COMPUTERS  
**SIEMENS**



**SHANGRI-LA**  
HOTELS and RESORTS

*Fairmont*  
HOTELS & RESORTS

**ETA**  
**STAR**

**etisalat** 

**Julius Bär**

*Le* **MERIDIEN**

**DUBAI** INVESTMENTS

*The Leading Hotels of the World*

**TOSHIBA**



**GM**

**SONY**

**MasterCard**

**TOSHIBA**

**HYUNDAI**

HARRY WINSTON

**IBN BATTUTA MALL**  
Great stuff. Fantastic place.

**NOKIA**



Standard Chartered 



**Mall of the Emirates**

  
**DAMAC**  
PROPERTIES

  
**invent**

**IHG**  
InterContinental Hotels Group

غرفة دبي  
**DUBAI CHAMBER**



Standard Chartered 

**MAJID AL FUTTAIM**

Universal Resorts

**QIA** جهاز قطر للإستثمار  
QATAR INVESTMENT AUTHORITY

**Jumeirah**

  
**NAKHEEL**

  
درة البحرين  
**DURRAT AL BAHRAIN**

**SIEMENS**

**centrepoint**  
beautyshop Splash Lifestyle

  
**WAFI CITY**

**QIA** جهاز قطر للإستثمار  
QATAR INVESTMENT AUTHORITY

**Jumeirah**

  
**NAKHEEL**

  
درة البحرين  
**DURRAT AL BAHRAIN**

**SIEMENS**



  
International Business Wales

 **CITIZEN**

  
**Shell**

  
بنك الدوحة  
**DOHA BANK**

**BURJUMAN**

**Pure Gold**  
SINCE 1948 JEWELLERS  
Member of Pure Gold Group

  
**QATAR ACADEMY**

  
albarari  
Your sanctuary for life



# Enquiries



Nick Hopkins

IFM Sales Director - EMEA

Spafax Dubai

31<sup>st</sup> floor, Media One Tower

Dubai Media City

United Arab Emirates

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Mobile: +971 56 795 7390

E-Mail: [nhopkins@spafax.com](mailto:nhopkins@spafax.com)

# Channel Mix



## TV & Radio

Channels 1-6	Movie Channels	Latest Hollywood blockbusters
Channel 7	Film Club	Film channel for the movie buff, paying homage to the greatest movies ever produced
Channel 8	World Cinema	The latest movies from around the world
Channel 9	Arabic Movie	The best regional titles
Channel 10	Arabic Variety	Mix of comedy, music & drama from the Middle East
Channel 11	Sport	Monthly & bi-monthly round up of all the latest sporting action
Channel 12	Comedy	Best international comedy
Channel 13	Drama & Arts	Award winning TV drama, documentaries & music entertainment
Channel 14	Quest	Science, technology, travel, lifestyle, nature & current affairs
Relevant products only	CTV & Skysurfers	Fun & entertainment for young passengers including Disney films

# Channel Mix



## ice: 35 channel package

10 Channels	New Movies	The most recent movie releases with all the biggest stars
4 Channels	Film Club	All time great movies worthy of any serious movie collection
1 Channel	Disney Classics	Fun for all the family, movies from Disney
1 Channel	Arabic Cinema	A classic collection of Arabic movies
4 Channels	Comedy	Hilarious programmes from around the world
2 Channels	Quest	Travel, business, documentaries and natural history
2 Channels	Sport	30+ hours of sporting action
2 Channels	Arabic & World TV	The best selection of Arabic & World TV
2 Channels	Drama	A selection of top Drama programmes
Relevant products only	CTV & Skysurfers	Great entertainment for the younger flier

# Channel Mix



## ice Digital Widescreen: 46 channel package

11 Channels	New Movies	The most recent movie releases with all the biggest stars
3 Channels	Film Club	All time great movies worthy of any serious movie collection
1 Channel	Disney Classics	Fun for all the family, movies from Disney
4 Channels	Arabic Cinema	A classic collection of Arabic movies
5 Channels	Bollywood	The latest & greatest from Bollywood & beyond
4 Channels	World Cinema	The latest and greatest from Bollywood, Japan, The Philippines, China, Iran...
5 Channels	Comedy	Hilarious programmes from around the world
4 Channels	Quest	Travel, business, documentaries and natural history
3 Channels	Sport	30+ hours of sporting action
2 Channels	Arabic & World TV	The best selection of Arabic & World TV
1 Channel	Music & the Arts	The very best from the world of music
3 Channels	Drama	A selection of top Drama programmes
Relevant Products Only	CTV & Skysurfers	Great entertainment for the younger flier

# Material Specifications



## Technical Requirements

3 x PAL Beta Cam S/P 4:3 format

3 x VHS tapes

One of each to be sent to Spafax UK, IFP UK and Rahbani Dubai

1 x PAL Digi Beta 16:9 (anamorphic) format to IFP UK

1 screening copy for Airline approval VHS Pal or DVD with English voice over  
to be sent to Spafax Dubai

## Notes

If 16:9 is unavailable then the 4:3 image can be stretched to fit a 16:9 screen or will be displayed as a 4:3 image on a 16:9 screen.

Please ensure that bars and tone are on the masters & masters are clearly labelled in English stating the name of the advertiser and creative name.

# Material Specifications



## Delivery Address Spafax – UK

**Stuart Grimsey**, Spafax In-flight Entertainment  
The Pumphouse  
13-16 Jacobs Well Mews  
London, W1U 3DY, UK  
Tel: +44 (0)20 7906 2009  
Email: [sgrimsey@spafax.com](mailto:sgrimsey@spafax.com)

## Delivery Address Spafax – Dubai

**Jelle De Mey**  
31st Floor, Media One Tower, Media City  
Dubai, United Arab Emirates  
Tel: +971 (0)4 423 4780  
Email: [jdemey@spafax.com](mailto:jdemey@spafax.com)

## Delivery Address IFP – UK

**Katrina Humphries** In-flight Production  
In-flight Studios  
15 Stukeley Street  
London, WC2B 5LT  
Tel: +44 (0)20 7400 0772  
Email: [Katrina.humphries@inflightproductions.com](mailto:Katrina.humphries@inflightproductions.com)

## Delivery Address Rahbani Dubai

**Hebba Samaha or Hanan Adel**, Rahbani Productions  
Dubai Studio City, Building No. BS 05  
Al Qudra Road opposite Arabian Ranches  
Dubai, United Arab Emirates  
Tel: +971 (0)4 368 6666  
Email: [hanan\\_ife@rahbaniproductions.com](mailto:hanan_ife@rahbaniproductions.com) /  
[Hebba\\_ife@rahbaniproductions.com](mailto:Hebba_ife@rahbaniproductions.com)

All airway bill numbers to be provided to Spafax Dubai ([jdemey@spafax.com](mailto:jdemey@spafax.com))