

## Internet and mobile communications onboard aircraft in Europe

Main results of an air passenger survey performed by one European airline in August 2011

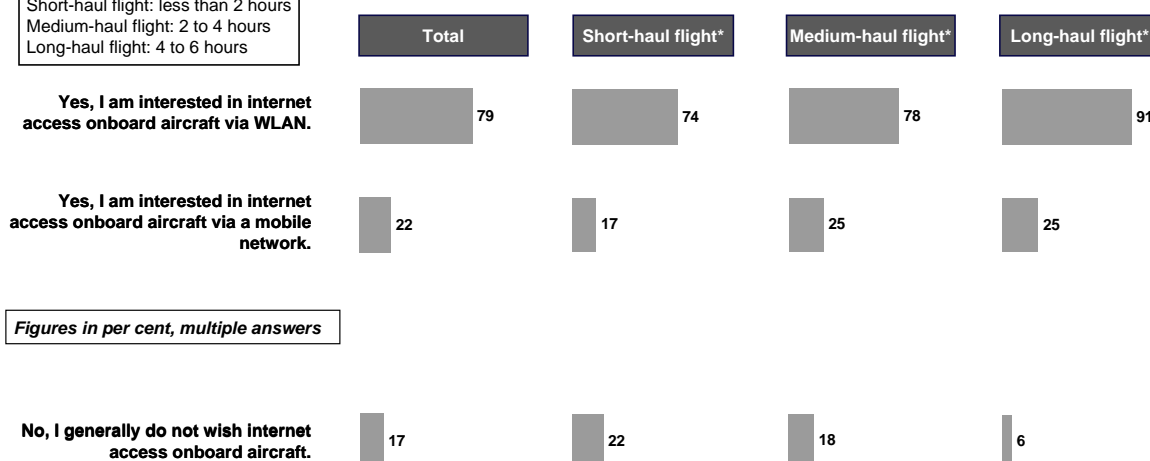
Representative sample of interviews with 942 air passengers undertaken at least 4 flights on continental routes during the last 12 months

- The majority of air passengers (79%) is generally interested in internet access onboard aircraft via WLAN.
- Internet access onboard aircraft via a mobile network would be used only by 22% of the interviewees.
- There is no significant difference between various booking compartments and/or passenger status.
- 17% of interviewees don't wish internet access onboard aircraft, mainly due to the desire for quiet or rest.
- More than half of interviewees (55%) would use SMS onboard aircraft via a mobile network.
- Three-fourths of interviewees (74%) responded that one should abstain from voice telephony during flight for the benefit of silence.
- Interest as well as intensity in using the various communication facilities rises with increasing flight time.
- 40% of interviewees stated that availability of internet access would be a reason to choose the corresponding airline more often.
- Greatest importance is attached to internet access using own terminal equipment, compared to other communication and entertainment facilities.

### Interest in using the various communication facilities rises with increasing flight time, in particular with regard to internet access via WLAN.

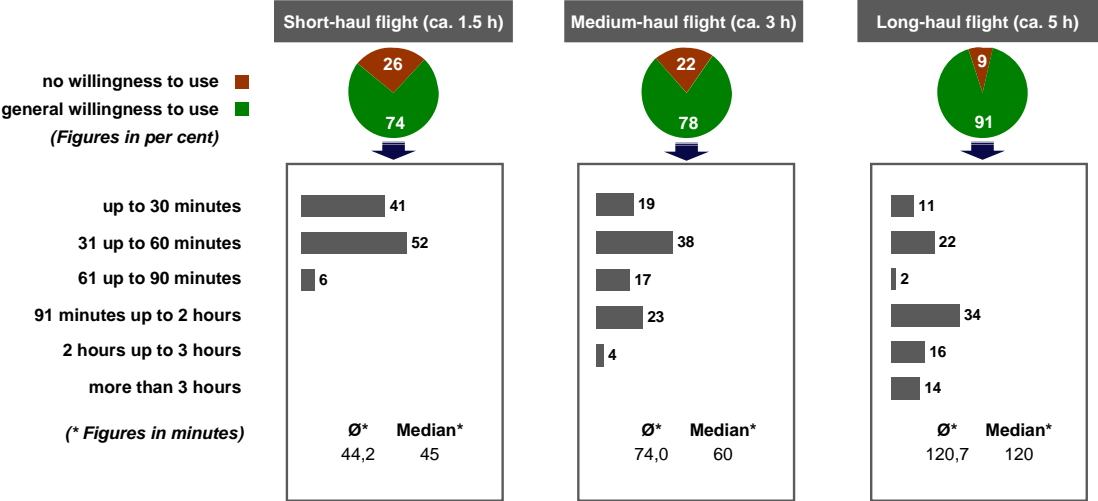
Are you generally interested in internet access onboard aircraft using your own terminal equipment?

**\* Definition for this survey:**  
Short-haul flight: less than 2 hours  
Medium-haul flight: 2 to 4 hours  
Long-haul flight: 4 to 6 hours



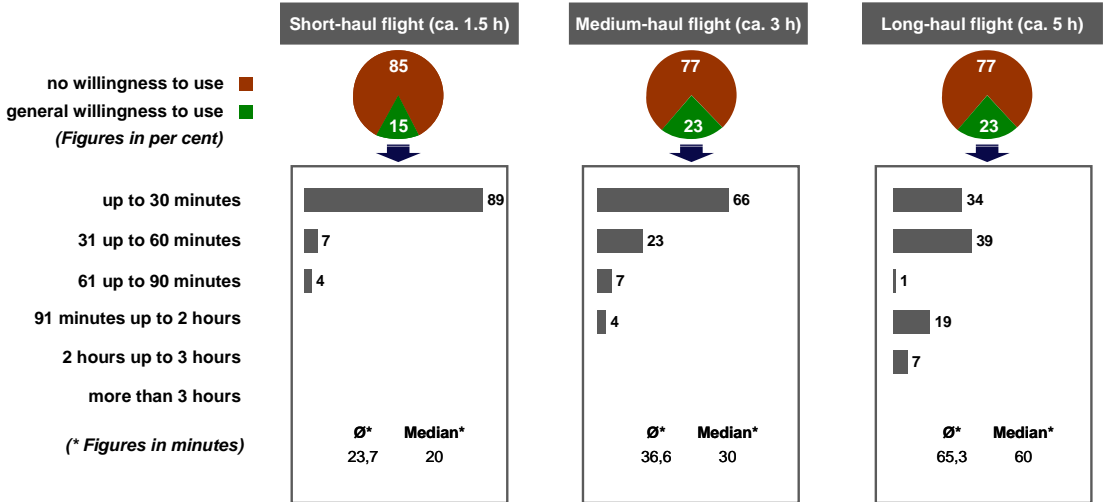
Three out of four interviewees would use internet access onboard aircraft via WLAN during a short-haul flight – the intended usage period rises with increasing flight time.

Let’s assume you are on a continental flight with a flight time of about 1.5 / 3 / 5 hours.  
How long would you use internet access via WLAN if available?



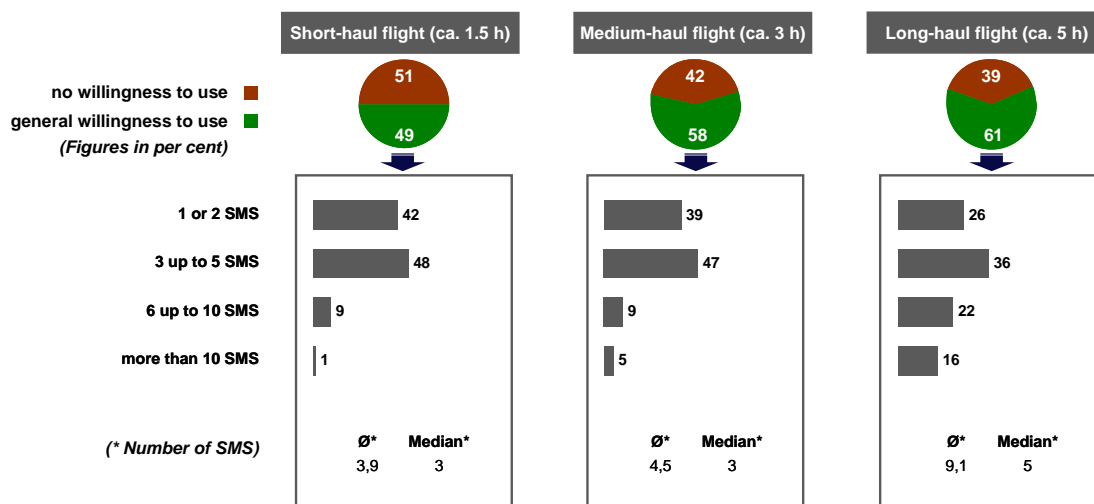
Internet access onboard aircraft via a mobile network is of less interest.

Let’s assume you are on a continental flight with a flight time of about 1.5 / 3 / 5 hours.  
How long would you use internet access via a mobile network if available?



### About half of interviewees show general interest in sending SMS during a short-haul flight – interest is slightly rise with increasing flight time.

Let's assume you are on a continental flight with a flight time of about 1.5 / 3 / 5 hours having the possibility to send SMS via a mobile network. How many SMS would you send?



### Maximal every fifth interviewee expressed general interest in using data synchronisation via a mobile network.

Let's assume you are on a continental flight with a flight time of about 1.5 / 3 / 5 hours having the possibility to use data synchronisation (e. g. emails) via a mobile network. Which data volumes would you like to synchronise?

