

IFE

The In-Flight Entertainment (IFE) refers to the audio and video content to enhance the passenger experience and keep them occupied during the flight.

This system provides a unique opportunity to highlight your brand during key moments onboard the Aircraft.

Inflight commercials of 30 seconds and static slides of 8 seconds are played on the IFE and targets all First, Business & Economy passengers on ALL Jet Airways International flights.



Why Advertise on the International IFE ?

Because.....

40% passengers are frequent fliers, travelling either on business or leisure

IFE on Jet Airways lets your brand reach over 7.2 million passengers (**92% Indians**) covering 23 destinations. With 42 Aircrafts equipped with IFE, which is approx. 3,300 flight per month (120 daily flights) 6 lacs passenger are targeted every month. Daily passenger target count is approx. 20,000.

92% are Indians who fly from Top Metros in India

Most passengers will see your ad twice, once while departing and again on the return flight Frequent fliers book return tickets with a trip duration of 2-5 days hence doubling the chances of viewing the Ads.

3 great options to choose from..

30 sec No Skip TVC

30 sec Advertisement First TVC

8 sec Static Slide

IFE Advertising Options:

Option 1 – 30 second No Skip TVC that will be aired on all the aircraft screens at the beginning of the flight with the audio played on the Public Address (P.A) system.

The channel cannot be switched off or changed, your ad is the only thing seen and heard throughout the cabin.

100% Guaranteed Visibility to a high net worth captive audience. Audience is most attentive during this period, the visibility and impact is much higher.

Minimum display Period for **No Skip TVC** is 1 month.

Option 2 – 30 second Advertisement First TVC that is played as soon as a passenger chooses a program on any of the 6 different channels on the personal TV screen which is available on every seat throughout the Aircraft. Every time the passenger selects a new channel, your advertisement is aired first and is then followed by the movie/content selected.

Spots available on the following channels : Hollywood, Bollywood, Art Movies, Indian Regional Movies, International TV content & Indian TV content..

Minimum display Period for **Advertisement First TVC** is 2 months.

Option 3 – 8 second Static Slide can be displayed on either the “No Skip” or the “Advertisement First” options. It can be a single frame or 2-3 multiple frames like a powerpoint.

Why Advertise on Jet Airways???

Because.....

Jet Airways is India's premier international airline operating flights to **68 destinations**, including 48 in India and 20 across the world with .

Jet Airways robust domestic network in India spans the length and breadth of the country covering metro cities, state capitals and emerging destinations. Beyond India, Jet Airways operates flights to key international destinations in South East Asia, South Asia, Middle East, Europe and North America.

The Jet Airways currently operates a fleet of **115 aircraft**, comprising Boeing 777-300 ERs, Airbus A330-200 / 300, Next Generation Boeing 737s and ATR 72-500 / 600s.

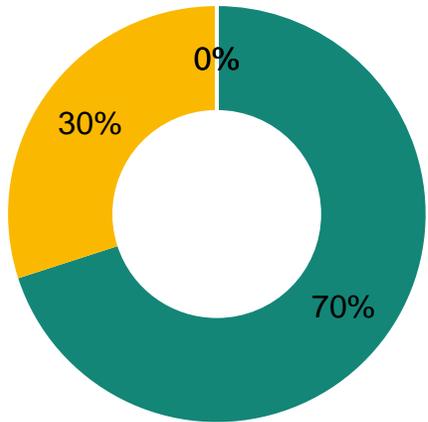
With an average age of 6.63 years, this is one of the youngest fleets in the region ferrying over **2.0 million passengers** every month across its global network. [1.50 mn domestic, 0.65 mn to North America, Europe, South East Asia & Middle East]

Jet Airways together with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Airways, Etihad Regional operated by Darwin Airline, and NIKI, participates in **Etihad Airways Partners**, which brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits.

Jet Airways Passenger Demographics

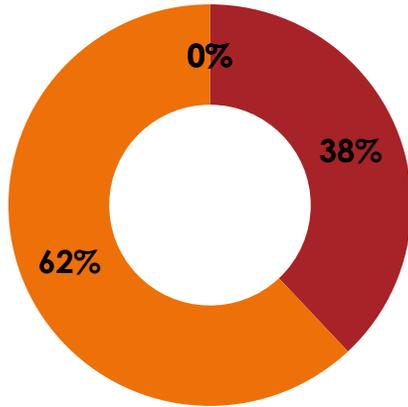
Traffic

■ Domestic ■ International/Onward



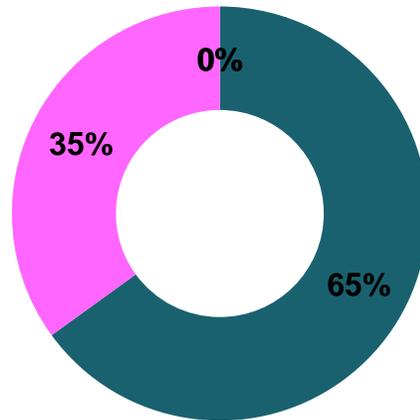
Travel Mode

■ Leisure ■ Business



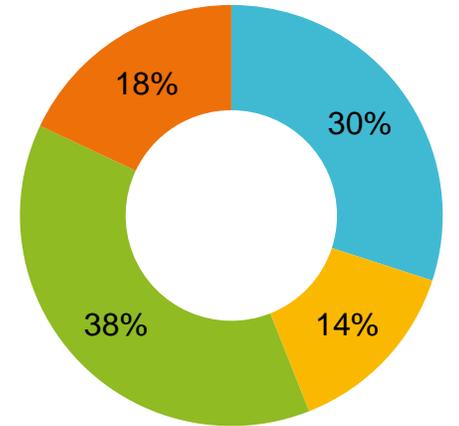
Gender Ratio

■ Male ■ Female



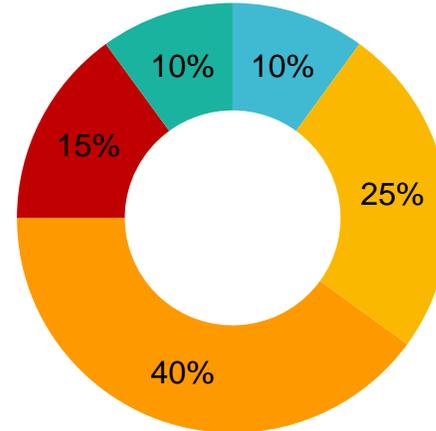
Income

■ SME ■ PSU
■ Salaried ■ Others



Age

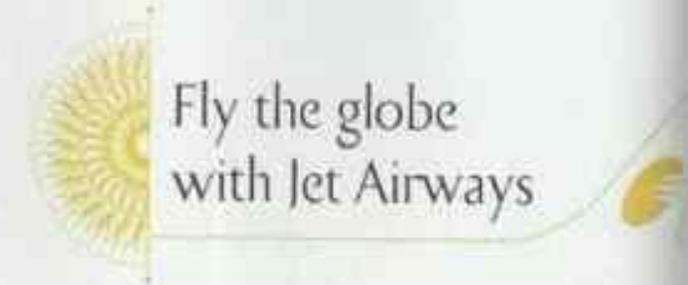
■ Below 20 ■ 21 - 35
■ 36 - 45 ■ 46 - 60
■ 60 and above





Route Map : India

48 Domestic Destinations | 20 International Destinations | 115 aircrafts | Over 20 million passengers annually



Route Map : INTERNATIONAL (Asia)

48 Domestic Destinations | 20 International Destinations | 115 aircrafts | Over 20 million passengers annually