

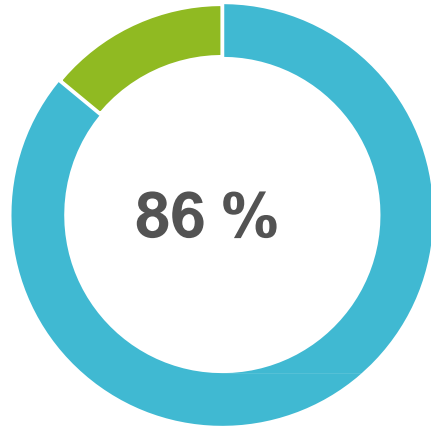


In-flight Digital Options on Jet Airways

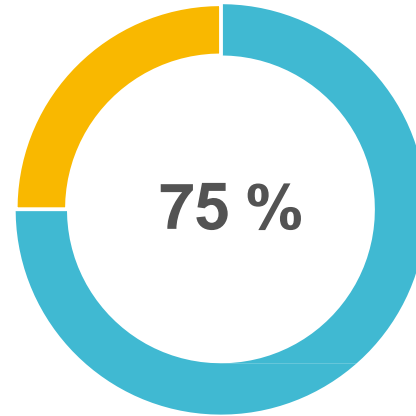


EFFECTIVENESS OF IN-FLIGHT ADVERTISING

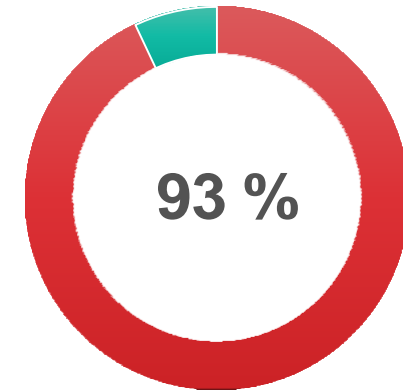
RESULTS THAT MATTER



Unaided Recall



Motivation



Brand Recall

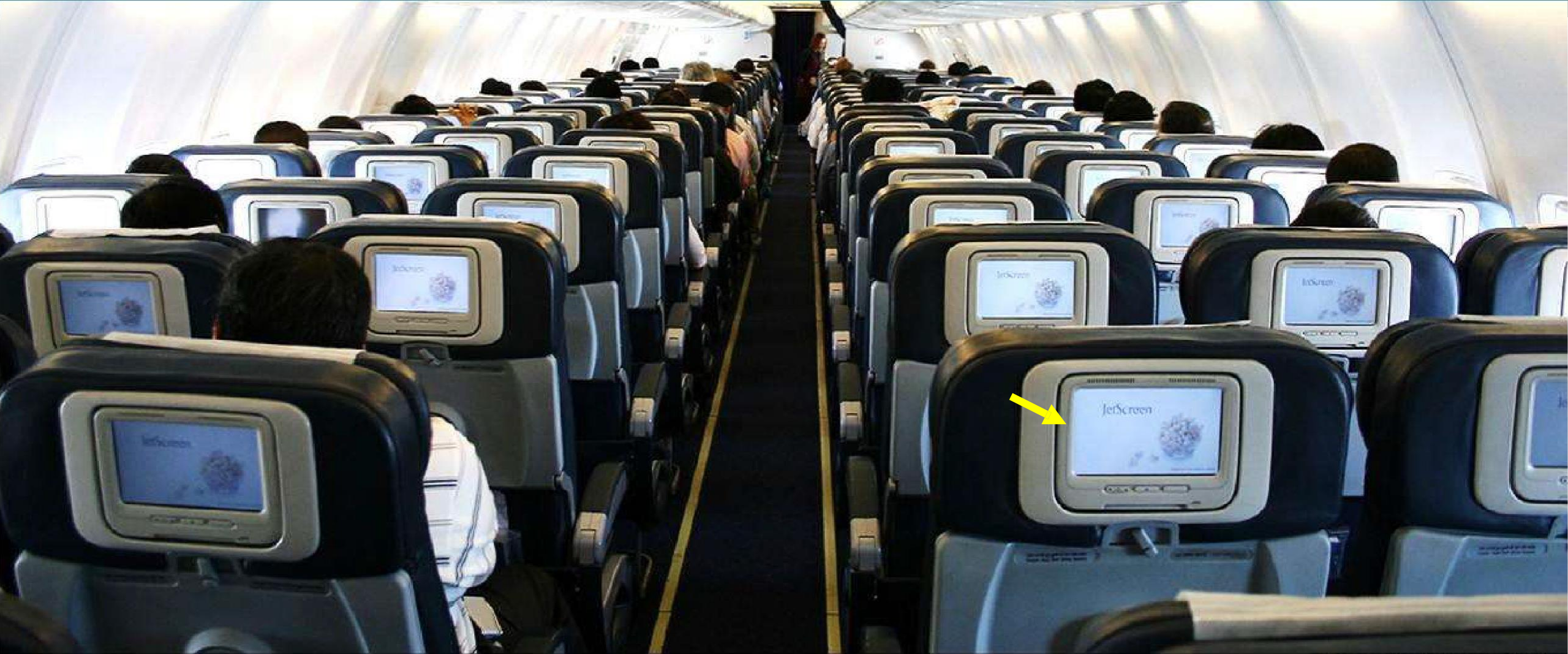
Unaided recall for In-flight
Media surpasses all
Traditional Media

75% of the passengers are
more likely to be motivated by
an in-flight ads

14 Times Greater after High Dwell Time

In-flight Entertainment (IFE)





- ✓ Most target effective media to capture International Travelers & HNI's
- ✓ Personalized, one-to-one targeting
- ✓ Exposure Time: 30 seconds of Audio & Video with option of No-Skip Ads
- ✓ Total Play Time Per Month Per Aircraft: 7,50,000 seconds

IN-FLIGHT ENTERTAINMENT SCREENS (IFE)

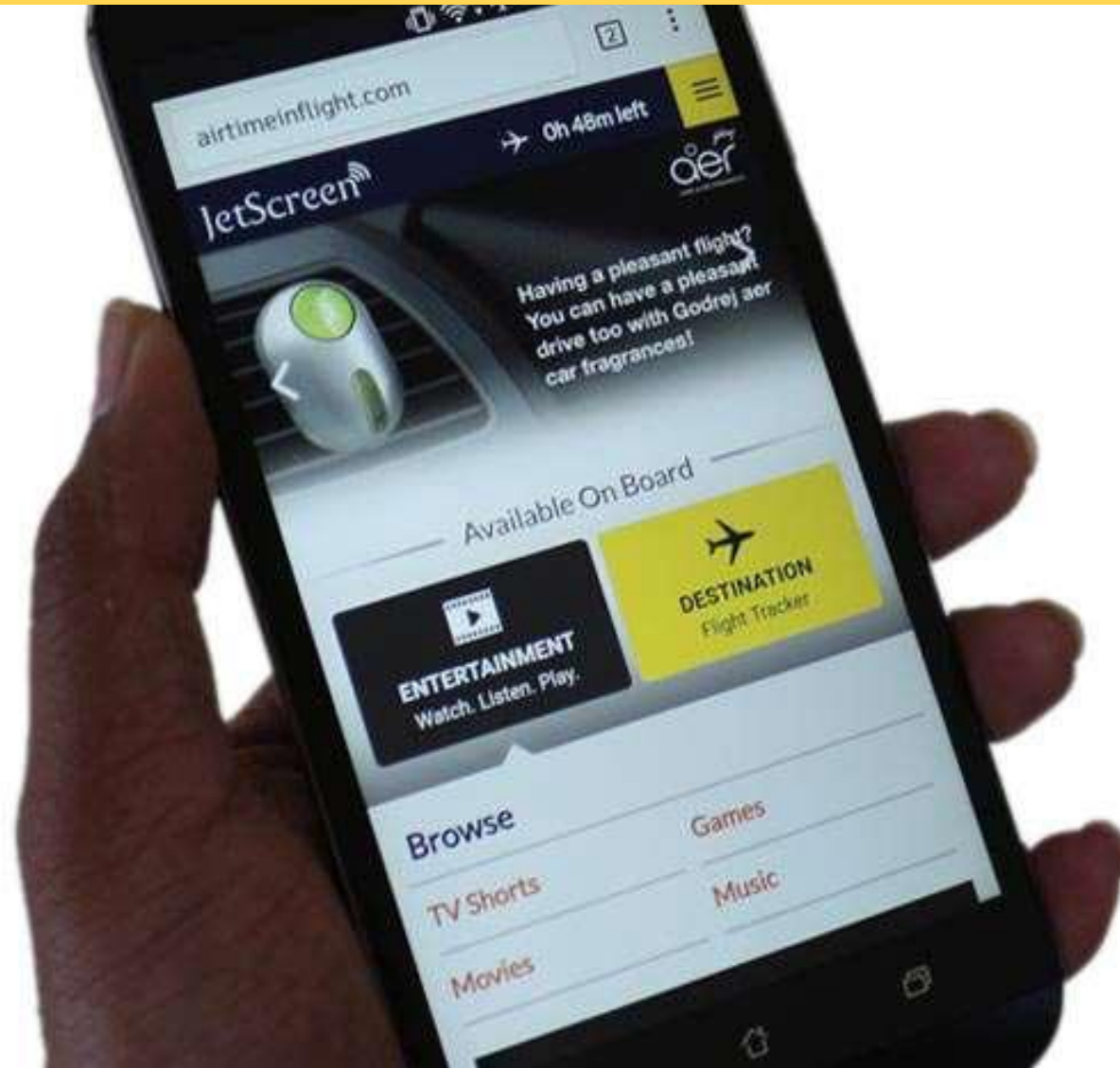
Only on International Flights

Available in Jet Airways & Air India only



IN-FLIGHT ENTERTAINMENT SCREENS

Inflight Streaming – Digital Media



Showcase your brand using the Jet Airways streaming system which allows passengers to receive, send and interact with various types of content—using their own personal electronic devices (phones, computers, tablets, etc.).



Mobile View



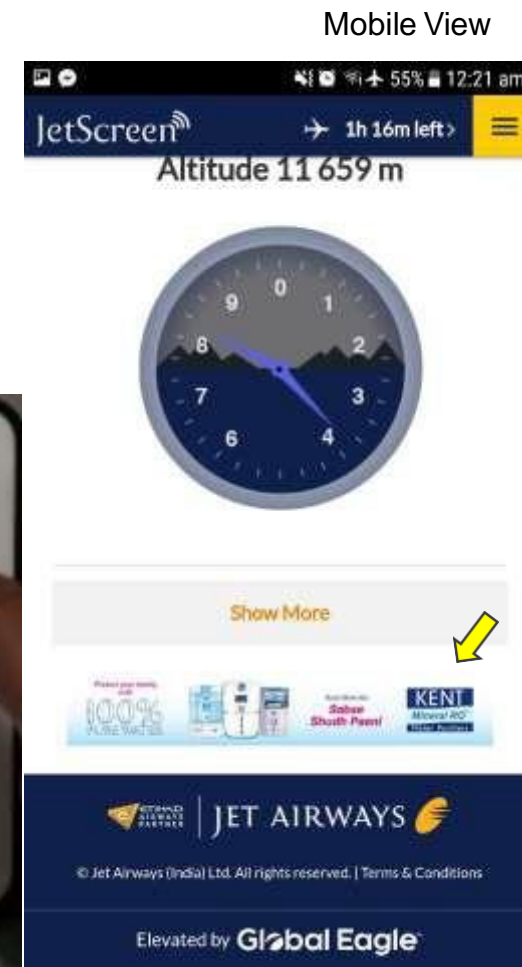
Tablet/Laptop View

Hero banner on the home page is an effective media avenue, which passengers see & are able to recall. **“Rotational large format Hero Banner”** maximum of 5 banners - of which 2 are available for branding.

Footer Branding available on the following pages : Movie Page, Televisions Page, Games Page, Flight Tracker Page and Music Page. Media available across popular pages. Multiple and repeated visits increases visibility and recall.

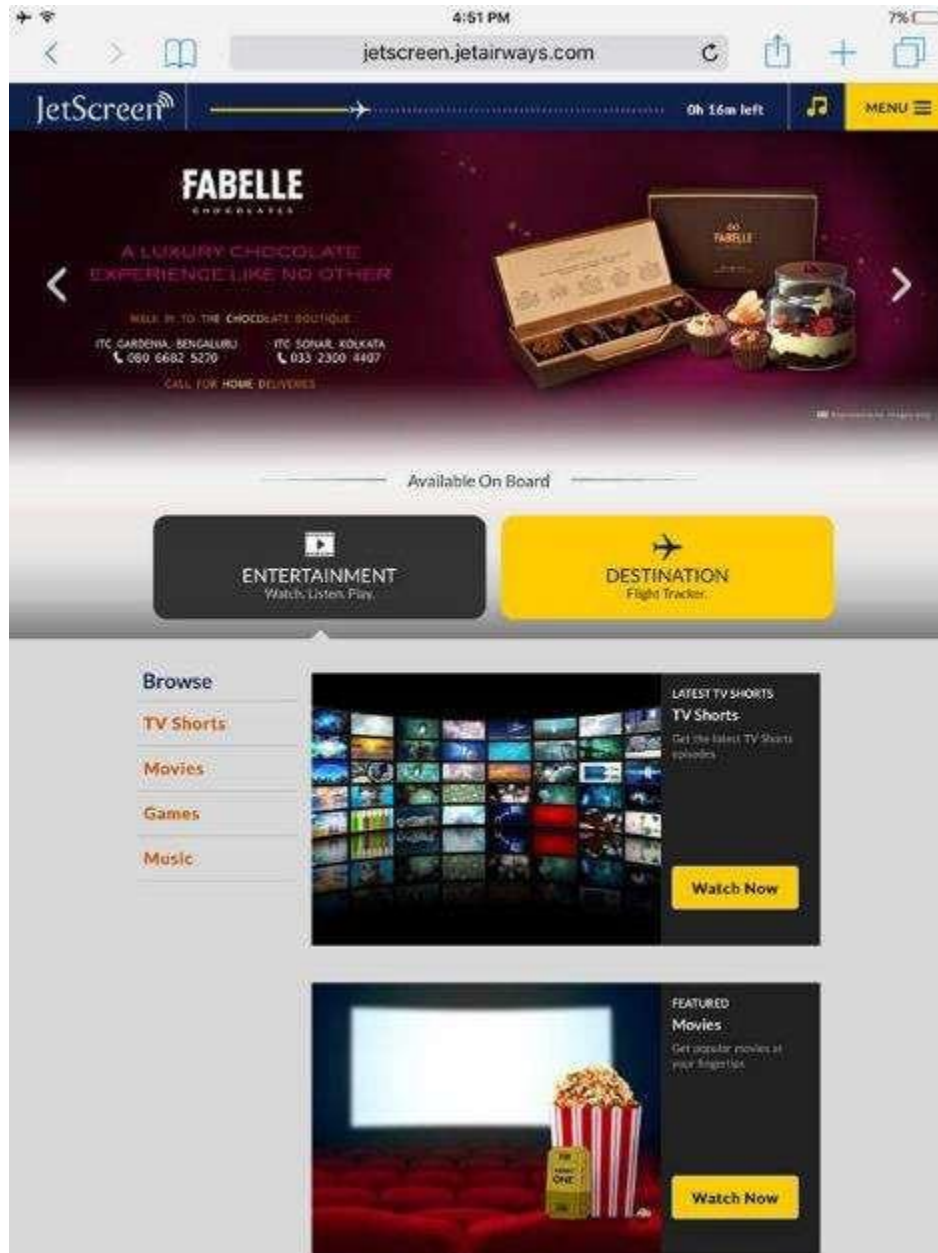


Tablet/Laptop View



Mobile View

Hero banner On Home Page - Screenshots



Laptop/Tablet View



Image Type: JPG
Dimension: 2048 x 704
Max Size: 800 KB

Footers – Screenshots

Laptop/Tablet

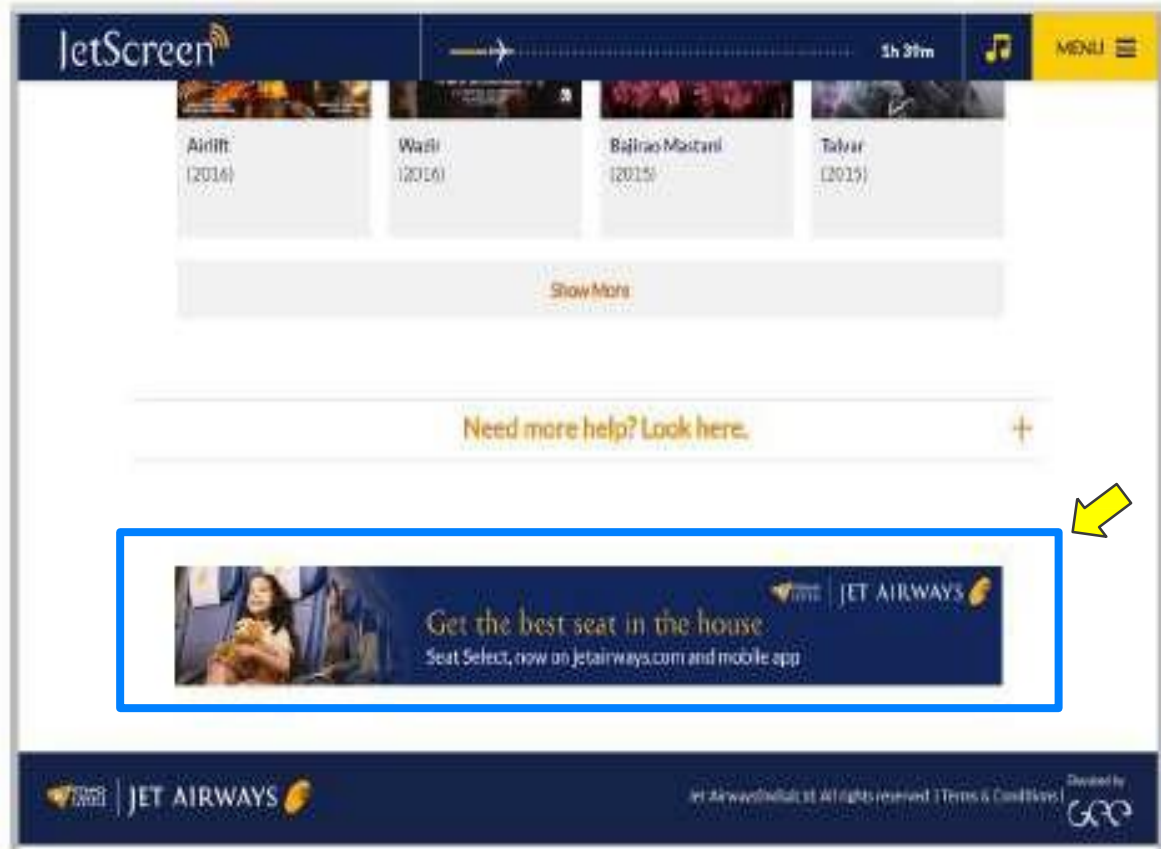


Image Type: JPG
Dimension: 1456 x 180
Max Size: 250 KB

Mobile

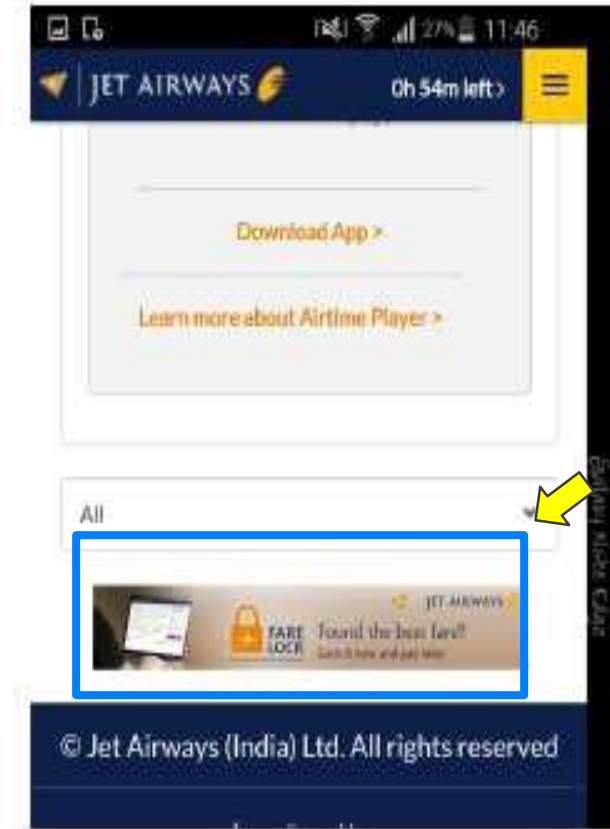
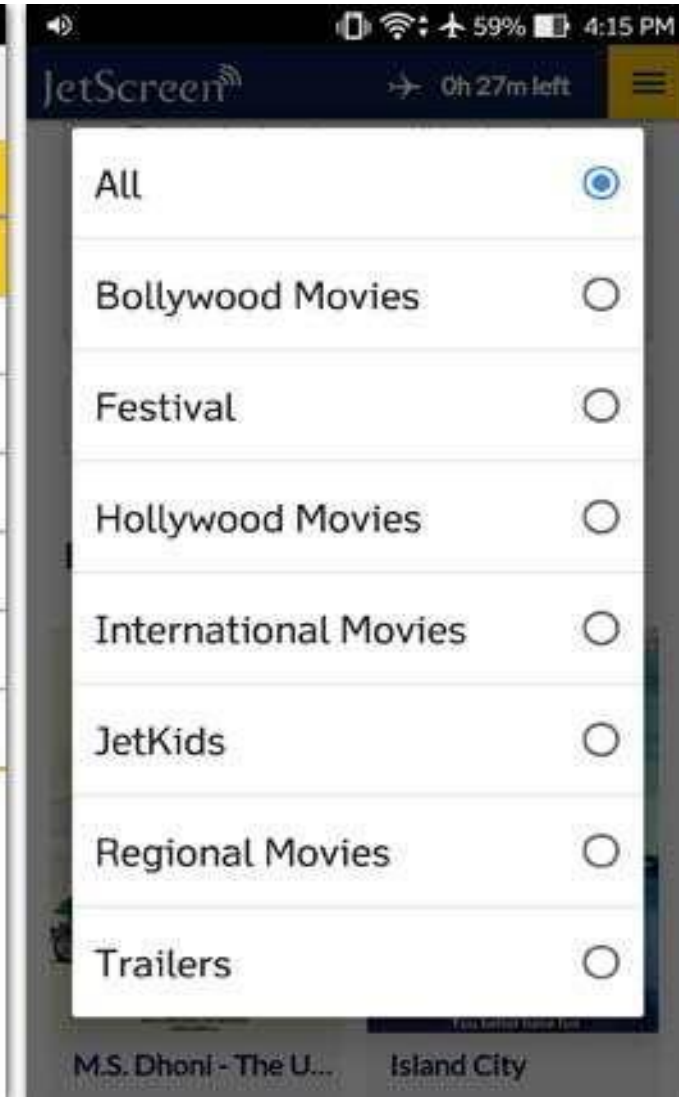


Image Type: JPG
Dimension: 600 x 100
Max Size: 100 KB

Footer Branding available on the following pages : Movie Page, Televisions Page, Games Page, Flight Tracker Page and Music Page.



Pre-Roll
30 Second TVC
upon selecting
entertainment
modules

2 Videos of 30 sec each
will be played before the
content that has been
selected for viewing.
This option is available on
TV Shorts and Movies.

Screen Shot of Pre-Roll Ad

Few Videos of campaigns

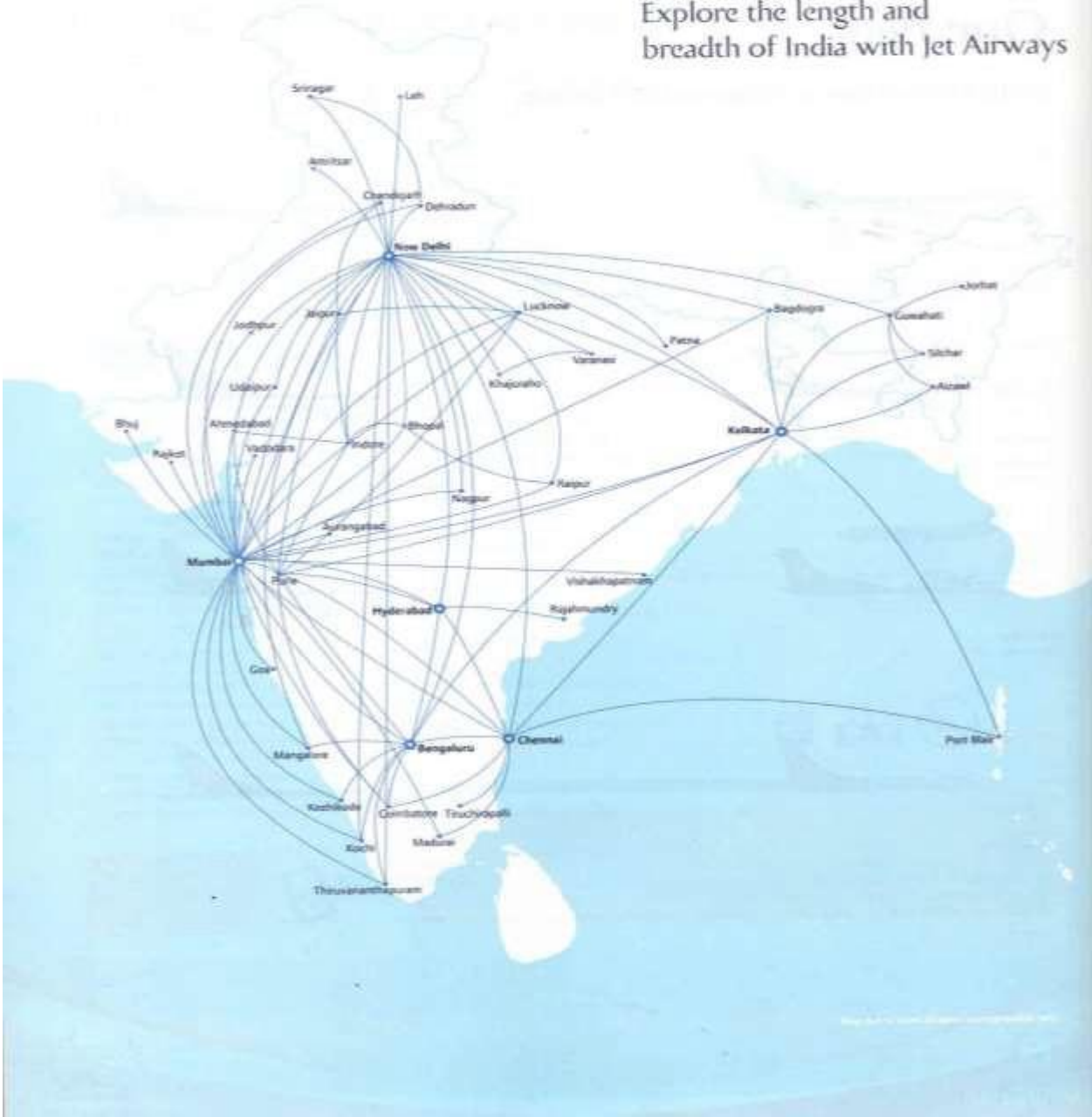
https://youtu.be/Mq2m_QzSz1o

| Airlines | Media | Aircraft Qty | Media Type | Display Charges Per Month (Rs.) | Production Cost (Rs.) | Total Rate Per Month (Rs.) | Production Lead Time | Remarks |
|-------------|-------------------------|------------------------------|------------------------------------|---------------------------------|-----------------------|----------------------------|----------------------|---|
| Jet Airways | In-flight Streaming | 75 Aircrafts | Pre Roll Ad, 30 second No-Skip TVC | 15,00,000 | 0 | 15,00,000 | 45 Days | <p>Played on personalized device like Mobile, Laptop etc.</p> <p>Pre-roll ad plays whenever a veiwer selects any video content</p> <p>Home page banner and footer is visible to everyone who logs in</p> <p>25% of these 75 aircraftsalso fly to short international destinations</p> |
| | | | Hero Banner on Home Page | 9,00,000 | 0 | 9,00,000 | | |
| | | | Movie Page Banner / Footer | 6,00,000 | 0 | 6,00,000 | | |
| | | | Television Page Banner / Footer | 5,50,000 | 0 | 5,50,000 | | |
| | | | Games Page Banner / Footer | 5,50,000 | 0 | 5,50,000 | | |
| | | | Flight Page Banner / Footer | 4,00,000 | 0 | 4,00,000 | | |
| | | | Music Page Banner / Footer | 4,00,000 | 0 | 4,00,000 | | |
| Jet Airways | In-flight Entertainment | 18 Aircrafts (International) | 30 Sec No-Skip TVC | 15,00,000 | 0 | 15,00,000 | 15 Days | Played only once, Video is on all screens, forced viewing, Audio is played on PA system, |
| Jet Airways | In-flight Entertainment | 18 Aircrafts (International) | 30 Sec TVC - AVOD | 11,00,000 | 0 | 22,00,000 | 45 Days | Plays mulitple times whenever channel is changed. Min. 2 months have to be taken together, hence 22 lacs |
| Air India | In-flight Entertainment | 49 Aircrafts (International) | 30 Sec TVC - AVOD | 14,00,000 | 0 | 28,00,000 | 30 Days | Plays mulitple times whenever channel is changed. Min. 2 months have to be taken together, hence 28 lacs |

Jet Airways Passenger Demographics



Explore the length and breadth of India with Jet Airways



44 Domestic Destinations

118 aircrafts

Over 19.2 million Domestic passengers

| Domestic | |
|-----------------|--------------------|
| | Khajuraho |
| | Kochi |
| Ahmedabad | Kolkata |
| Aizawl | Kozhikode |
| Allahabad | Leh |
| Amritsar | Lucknow |
| Aurangabad | Madurai |
| Bagdogra | Mangalore |
| Bengaluru | Mumbai |
| Bhopal | Nagpur |
| Bhuj | Nashik |
| Chandigarh | Patna |
| Chennai | Port Blair |
| Coimbatore | Pune |
| Dehradun | Raipur |
| Delhi | Rajkot |
| Goa | Silchar |
| Guwahati | Srinagar |
| Hyderabad | Thiruvananthapuram |
| Imphal | Tiruchirapally |
| Indore | Udaipur |
| Jaipur | Vadodara |
| Jodhpur | Varanasi |
| Jorhat | Vishakhapatnam |

| International |
|-------------------------|
| Abu Dhabi |
| Amsterdam |
| Bahrain |
| Bangkok |
| Colombo |
| Dammam |
| Dhaka |
| Doha |
| Dubai |
| Hong Kong |
| Jeddah |
| Kathmandu |
| Kuwait |
| London Heathrow |
| Manchester |
| Muscat |
| Paris Charles de Gaulle |
| Riyadh |
| Sharjah |
| Singapore |
| Toronto |
| |

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