In October 2015, Valour Consultancy published “The Future of Wireless In-Flight Entertainment”, which has been roundly described as the premier source of information on this quickly growing category. As well as updating on the information contained within the previous iteration, this new expanded edition will provide a detailed view of other types of in-flight entertainment (IFE) systems for an all-encompassing view of the market. As such, it has been renamed simply as “The Future of In-Flight Entertainment” to reflect the inclusion not just of wireless in-flight entertainment (W-IFE) systems, but also of embedded, overhead and portable systems.

Alongside an exhaustive discussion of key drivers and inhibitors of market growth, this report will quantify IFE system shipments and revenue between 2016 and 2026. Data is to be split by product type, fitment type, aircraft size and geographic region. Further, a comprehensive section on the competitive environment will include detailed profiles of key companies active within the market, as well as their market shares. This, in addition to similarly detailed information on all the key technology trends at play.

The previous edition of this report was purchased by a total of 16 companies across the IFE value chain. At 122 pages, 33 tables and more than 29 charts and figures last time around, this forthcoming publication will be even more comprehensive and represents a must-have resource for keeping abreast of the IFE market. For those keen to keep a more regular eye on the rapidly moving W-IFE space, in particular, we will also be publishing detailed statistics on its development every quarter and purchasers of this report can have access to this data for a discounted incremental fee.

Valour Consultancy invites you to participate in this research, influence the scope and receive a substantial discount on the price of the final report. Further information on this participant program can be found on page 5, while pages 2-4 explain the scope of this research in more detail.
QUESTIONS TO BE ANSWERED

- How many aircraft were equipped with IFE systems in 2016?
- How quickly will the number of IFE-equipped aircraft grow over the next ten years?
- How does the number of IFE-equipped aircraft breakdown by product type (wireless IFE, embedded/seatback, overhead and portable)?
- How does the number of IFE-equipped aircraft vary by geographic region?
- How will annual installations vary by product type, fitment type, aircraft size and geography?
- Will wireless IFE replace or complement traditional seatback and overhead systems?
- Will early window content become available on passengers’ own devices? When?
- What does the IFE value chain look like?
- What are the market shares of those active in the market?
- Who are the new and established players and what are the features, functionalities and capabilities of their offerings?
- What are the business models for IFE and where do different approaches make the most sense? (e.g. short-haul versus long-haul etc.)
- What is the revenue potential for IFE? What are the costs involved in deploying IFE systems?
- What is the current and future size of IFE hardware (in terms of revenues, unit shipments and average selling prices)?
- What are the relevant regulatory issues at play? Are there any standardisation efforts taking place?
- What are the key drivers and inhibitors of market growth?
- Which airlines currently offer a W-IFE solution? Which airlines are intending to rollout W-IFE?
- What are the major technology trends taking place? What are the pros and cons of different DRM regimes?
- How does in-flight Internet connectivity enhance what can be achieved with IFE system?
It is proposed that the report will be organised into the following chapters:

**Chapter 1 - Introduction, Scope and Methodology**

Contains the report scope and explanations as to what is included and excluded from the research. All definitions used are presented in a clear and concise manner, alongside the exchange rates used in our analysis and the base year and forecast methodologies employed.

**Chapter 2 - Technology Overview**

Concentrates on the technical aspects of IFE and provides a comprehensive overview of the different types of solutions and equipment used. This includes capabilities and limitations of various offerings, hardware and software components, DRM technology etc.

**Chapter 3 - Market Statistics and Trends**

Quantifies IFE equipped aircraft and annual installations and how this will grow between 2016 and 2026. This data is segmented by 4 different product types, 6 geographic regions, 3 types of aircraft and also, by fitment type. Statistics on the market for key hardware components are also presented. Trends within the market and factors likely to influence provision and future use of these technologies support this data.

**Chapter 4 - Competitive Environment**

Examines the competitive environment of those vendors operating in the IFE market including service providers, equipment vendors and others. Detailed profiles will be provided for the key players with notable mergers and acquisitions discussed alongside new product developments, key partnerships, business models and strategies, as well as a presentation of market shares.

*Need something not mentioned here? Our participant program allows you to tailor the scope to your requirements. See page 5 for details.*
The diagram below offers a visual summary of the quantitative analysis to be included in this report. 10 year forecasts will be provided for all segmentations from 2016 until 2026 in terms of installed base, annual installations, annual USD $ revenues, ASPs and penetration rate.

Would an additional segmentation be beneficial? Our participant program allows you to have this report better meet your needs. See Page 5 for details.
By taking part in our participant program, clients can:

- Modify the report scope to meet specific market research requirements
- Benefit from having advanced access to market estimates and forecast data
- Take advantage of a 15% discount on the report price (see table below)
- Receive a presentation of the report findings by one of our consultants

There are no additional costs or commitment associated with the participant program. Clients need only complete the order form below before 13th March 2017. After this point, the report will only be available at the non-participant price.

To order a PDF copy of this report (with FREE Excel files), please tick your preferred license, fill in your personal details below and email this page to Craig.Foster@valourconsultancy.com.

The planned publication date for this report is June 2017. However, we will continue to track developments in the W-IFE market throughout the year. To subscribe to quarterly updates, which quantify the market and summarise key developments every 3 months, please tick the box to the right.

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