



## **The Market for In-Flight Passenger Communications: report overview**

“The Market for In-Flight Passenger Communications: Lessons from Connexion” provides a comprehensive re-evaluation of the market opportunity for in-flight passenger communications in the light of the recently announced shutdown of Connexion-by-Boeing. This report from Telecom, Media and Finance Associates (TMF Associates), presents a clear, concise overview of the various proposed in-flight communications services, analyzes the reasons for Connexion’s failure, and projects the opportunities for future market growth.

The report examines data on the overall size of the business traveler market and their spending on terrestrial communications services during travel to provide a sanity check on the overall market potential. To assist service providers, airlines and analysts in understanding the in-flight passenger communications opportunity, detailed ten year market forecasts have been developed for both Internet access and cellular roaming, under two separate scenarios for fast and slow rates of airline deployment. Specific forecasts are provided for key market segments, including domestic US, long haul and intra-European international flights, with the implications for airlines, satellite operators and service providers examined.

**Publication Date:** October 2006

### **Topics covered**

- Reasons for Connexion’s failure
- Review of other market projections
- Review of proposed services
- Analysis of business traveler market
- Opportunity for service providers
- Implications for airlines

### **Extensive forecasts (2006-2016)**

- Number of business travelers and trips
- Equipped aircraft by market segment
- End user revenues by market segment
- Fast and slow deployment scenarios

### **All of your key questions answered**

- Which are the most attractive markets?
- Will in-flight cellular take off?
- How much will business travelers spend?
- Is global in-flight broadband dead?
- What should airlines do now?
- What will it mean for Inmarsat?

### **About the author**

Tim Farrar has over 13 years consulting experience across the satellite and telecom sector, and over the last decade has worked with almost all of the leading MSS players, developing business plans and assisting in optimization of the technical design for new systems. He has an M.A. and a Ph.D. from the University of Cambridge, UK and runs his own consulting company, Telecom, Media and Finance Associates, Inc. ([www.tmfassociates.com](http://www.tmfassociates.com)), based in Menlo Park, CA, which specializes in the technical and financial analysis of telecom ventures.

# The Market for In-Flight Passenger Communications: Lessons from Connexion

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1	Executive summary	1
1.1	Background	1
1.2	Market forecasts	4
1.3	Implications for service offerings	8
1.4	Conclusions and recommendations	12
2	Background	15
2.1	Historical and regulatory background	15
2.2	Market perspectives	19
2.2.1	Airline perspectives	19
2.2.2	Passenger perspectives	23
2.2.3	Regulatory perspectives	25
2.3	Existing and proposed service providers	27
2.3.1	Inmarsat	28
2.3.2	OnAir	29
2.3.3	AeroMobile	31
2.3.4	Connexion-by-Boeing	32
2.3.5	AirCell	33
2.3.6	Live TV (JetBlue)	34
2.3.7	Verizon Airfone	35
2.3.8	Other solutions	35
2.4	Summary	36
3	Market forecasts	37
3.1	Review of other market forecasts	37
3.2	Understanding the business traveler market	45
3.3	Expected service availability and pricing	51
3.3.1	Cellular roaming	51
3.3.2	Internet access	54

3.4	The in-flight telephony market	56
3.5	The in-flight broadband market	60
3.6	The overall opportunity	63
4	Implications for service offerings	69
4.1	The failure of Connexion	69
4.2	Implications for AirCell and OnAir	72
4.3	Implications for Inmarsat	74
4.4	Implications for airlines and passengers	76
5	Conclusions and recommendations	79
5.1	The in-flight communications opportunity	79
5.2	Recommendations for service providers	80
5.3	Recommendations for airlines	81
5.4	Lessons from Connexion	82
A	Market forecast data	83
	About TMF Associates	87

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