



The Future of In-Flight Entertainment Content - 2020 Edition





Overview

The second edition of Valour Consultancy's 'Future of In-Flight Entertainment (IFE) Content' report represents a timely overview of the market amid a global pandemic that is certain to alter the status quo, most notably the competitive environment, business models and passenger behaviours.

This report quantifies the commercial license value associated with all forms of IFE Content in 2019 and provides forecast estimates out to 2029. Data will be segmented by content type, content language (new splits included), geographic region and aircraft size. The quantitative insight will be supplemented by in-depth qualitative analysis surrounding the drivers and inhibitors linked to the provision of IFE Content.

Key Questions

- How will COVID-19 impact the current and future size of the IFE content market in terms of revenues and average selling prices?
- How significantly will COVID-19 alter the drivers and inhibitors of the IFE Content market? What are these drivers and inhibitors?
- Will COVID-19 accelerate M&A activity in the IFE Content market? How does market consolidation alter the business landscape?
- Will passenger expectations of EWC change in the air as a result of recent decisions made by the studios? What does this mean for the CSP's?
- Will ancillary revenue become an even more prominent feature in IFE Content post COVID-19? What are these opportunities?
- Content consumption on the ground has changed significantly as a result of COVID-19. What does this mean for the IFE market?
- When will airline investment into IFE Content return? Will we ever return to levels pre-pandemic?
- How will COVID-19 evolve the current IFE content business model?
- What impact does IFC and other forms of IFE have on a passenger's demand for IFE content?
- How does content length and diversification affect passenger demand of certain types of IFE content?
- Are newer forms of content such as streaming and cached web-based videos becoming more relevant than traditional content?
- What content type is most prevalent to each demographic segment?
- How do each of the key content service providers fare against each other in different regions and what are their market shares?
- How does this licensing revenue break down for the various types of IFE Content? (Movie, TV, Games, Audio, Other)



Proposed Report Content

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 – Technical Overview

Concentrates on the technical aspects of the IFE content market with a comprehensive overview of the way in which content is procured, aggregated, edited, loaded/ refreshed etc. This includes capabilities and limitations of various offerings, hardware and software components, DRM technology, new innovations etc.

Chapter 3 – Market Statistics and Trends

Quantifies the IFE content market and how it will grow between 2019 and 2029. This data is segmented by content type, geographic region, air craft type and other sub-splits as detailed over leaf. Drivers and inhibitors of growth are discussed at length in support of this data,

Chapter 4 – Competitive Environment

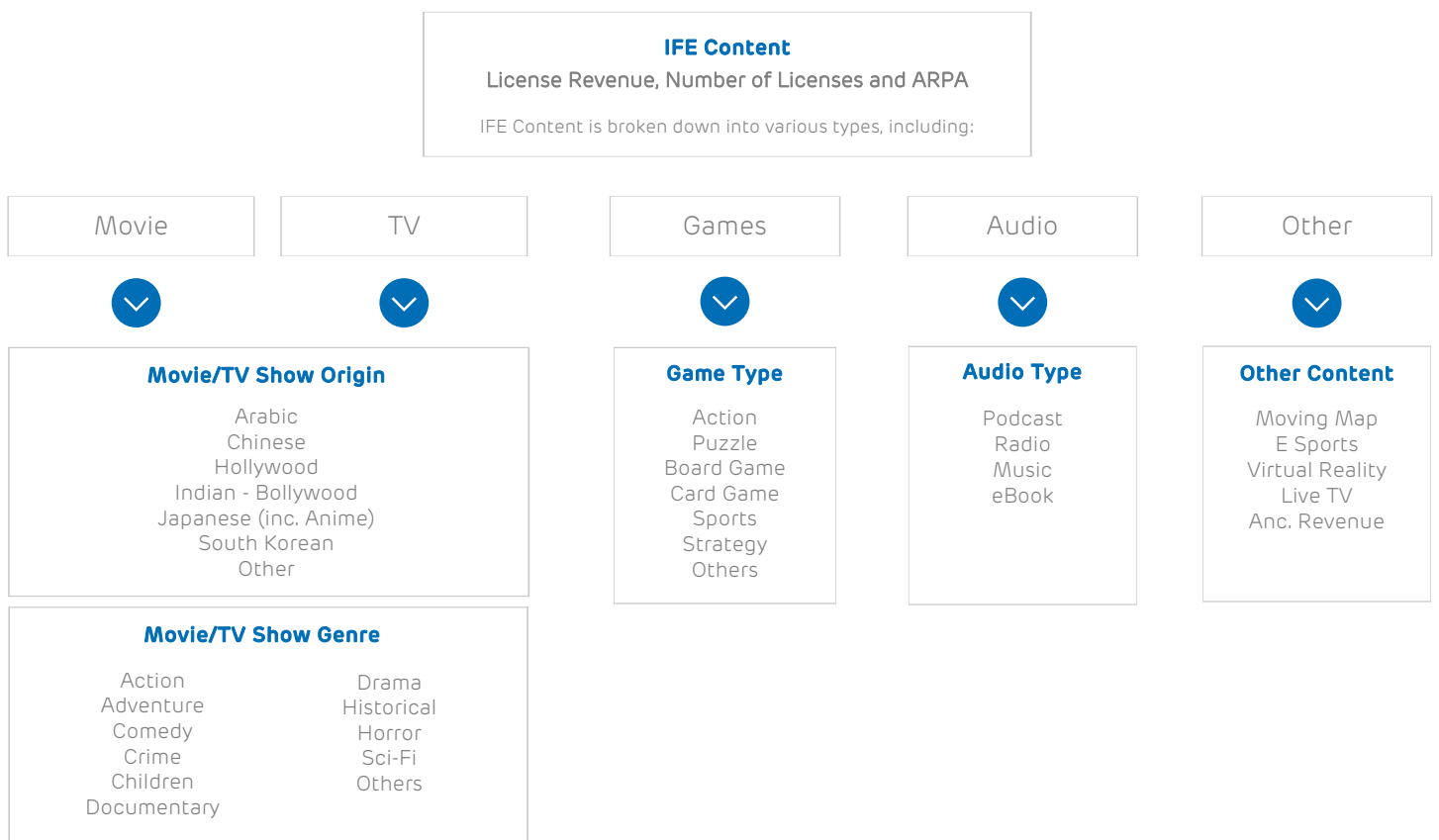
A detailed write-up of the competitive environment around Content IFE, centered on those companies directly involved in the delivery and management process. Notable mergers and acquisitions are discussed within the context of COVID-19, as well as new product developments, key partnerships, business models, ancillary revenue opportunities and strategies.





Proposed Scope

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 2020 until 2029 with historic data from 2019 also included.



Market Segmentations





About Valour Consultancy

Valour Consultancy is a UK-based provider of market intelligence services. Founded in 2012, the company has grown rapidly and is renowned for its comprehensive and high-quality research and consultancy services. Having firmly established itself in the aviation space, where many companies rely on its expert insight and analysis, Valour Consultancy has successfully expanded into a number of other markets including, maritime, industrial, drones, police and enterprise body-worn cameras, consumer electronics and more.

The company continues to operate in accordance with the three core values it was founded on – Honesty, Trust and Time. Doing so has enabled Valour Consultancy to deliver detailed and meaningful insight and establish long-lasting relationships in the process. Have a look at our testimonials page to discover what our clients have to say about working with us.

What we offer

- Syndicated research reports
- Custom research and consulting
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- Public speaking, panel discussions and webinars

Why Choose Valour Consultancy?

- ✓ 40 years combined experience
- ✓ Transparent methodology
- ✓ Ability to influence report content
- ✓ Unrivalled detail and accuracy
- ✓ Constant access to our consultants



Participant Programme

We invite you to enrol in our "participant programme" which ensures targeted, actionable insight by allowing clients to:

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