



Catering to individual needs

Vincent Caruolo, Senior Strategic Business Development Manager for the commercial and private aviation sector at DIRECTV FOR BUSINESS, tells *Inflight* about the top emerging trends for in-flight entertainment and shares his thoughts on future market forecasts.

Having worked with major US carriers such as JetBlue Airways and United Airlines for over 20 years, DIRECTV certainly knows how to meet the evolving content needs of passengers on flights.

Here, DIRECTV's Senior Strategic Business Development Manager, Vincent Caruolo, shares his insight on the ins and out of the in-flight TV market and the company's ongoing work to keep airline passengers entertained.

Which DIRECTV content is most popular on board flights?

DIRECTV's most-watched in-flight content and programming centres around sports and news content. With this measurement, we know flyers find the ability to never miss a game or a news moment invaluable.

How has DIRECTV's in-flight offering evolved over the years?

DIRECTV's in-flight offering has vastly expanded over the last four years. With a delivery shift from Direct Broadcast (DBS) to IPTV through connectivity partners, DIRECTV programming is able to provide in-flight entertainment to not only seatback screens but also passengers' personal devices.

This allows content and programming to be delivered to any airline, regardless of in-seat passenger technology experience.

Which airlines have recently signed up for DIRECTV?

DIRECTV has worked with JetBlue Airways and United Airlines for over 20 years,

providing in-flight programming to passengers. Since 2020, DIRECTV has expanded to add American Airlines, Delta Air Lines and Southwest Airlines as commercial airline customers.

These newly acquired airline customers seek to capitalise on DIRECTV's superior in-flight brand awareness, coupled with its exclusive sports programming.

How do carriers decide which DIRECTV package works best for them?

Connectivity partners and airlines have the freedom to decide which channels are of the utmost importance to their passengers when deciding what channel package to offer. DIRECTV's unique in-flight content offering includes exclusive sports programming: NFL Sunday Ticket, RedZone, Thursday Night Football, MLS, Friday Night Baseball and more.

How do you see the demand for in-flight live TV developing globally?

As increased demand for short-haul flights, the expansion of new travel routes and advancements in connectivity, seat design, and real time data evolve, the demand for in-flight live TV will grow exponentially across the globe.

The ever-increasing customer need for fast and reliable connectivity on board is one of the top factors driving the growth, as the rise of personalised screens is increasingly catering to individual passenger needs.

Sports and world events drive the need for airlines to offer more versatile and diverse live TV linear viewing to passengers. There's a global appetite for the world's largest sporting events – think, the World Cup and the Olympics – to be made available to passengers worldwide. ■

Popular: DIRECTV's most-watched in-flight content programming centres around sports and news.



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