

Global Inflight Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/G7007B6A6006EN.html>

Date: November 2021

Pages: 127

Price: US\$ 3,500.00 (Single User License)

ID: G7007B6A6006EN

Abstracts

In-flight advertising refers to the advertising that is meant for targeting potential on board consumers in an airline. It basically comprises commercials during in-flight entertainment programs, advertisements on boarding passes, in in-flight magazines, overhead storage bins, and setback tray tables, and sales pitches by flight attendants. The advertisements can be tailored till the destination of the traveler or various destinations of the airlines for the purpose of promoting shopping, businesses, hotels, and restaurants. Boarding pass advertising completely relies on the employment of targeted advertising technologies. When a passenger checks on-line, he/she has the option to click on the several advertisements suggested on the passenger's boarding pass. At the time of printing the boarding passes, the advertisements will automatically get printed.

Based on the Inflight Advertising market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for

marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Inflight Advertising market covered in Chapter 5:

IMM International
Rockwell Collins Inc.
MaXposure Media Group (I) Pvt. Ltd.
Global Eagle
InterAir Media
Global Onboard Partners,
EAM Advertising LLC
Atin OOH
Agency Fish Ltd.
Zagoren Collective
Ryanair Ltd.
Emirates Airline
INK
Spice Jet Airline
Blue Mushroom
Cinderella Media Group Ltd.

In Chapter 6, on the basis of types, the Inflight Advertising market from 2015 to 2025 is primarily split into:

Video
Inflight Magazines
Display Systems
Baggage Tags
In-flight Apps
Others

In Chapter 7, on the basis of applications, the Inflight Advertising market from 2015 to 2025 covers:

Take-off Period
Inflight

Landing Period
Departure Lounge
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020
Forecast Period: 2020-2025

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