

Celebrity or News & TV Entertainment Reading News Photography 16% 12% 6% 7% 11%

Opportunity for Advertisers for Targeted Promotions

What Airport Passengers are Using Wi-Fi For

offer free Wi-Fi, 54% use freemium

Movies

model or charge all the time

millennials

9%





Self-Booking Virtual walk-Multiple Weather throughs of public and Traffic Flight Tickets Bookings on



for navigation, baggage identification by 2019* collection, flight/gate info,

Beacons

Airports will use beacons

Maintenance Personnel,

Intelligent video systems to

provide real-time images from

especially vulnerable areas of

Adoption of mobile

communication on mobiles by airlines*

the airport facility

perimeters and other remote or

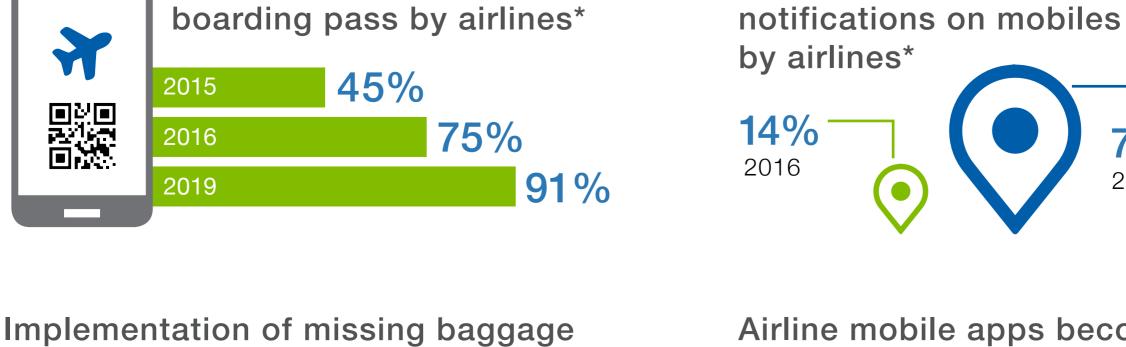
Flight Crews

60%



Supports Their Mobility Initiatives

Attract Carriers by Providing Infrastructure that



2019

Airline mobile apps becoming key to passenger engagement*

share information on flight departures

Network-enabled tracking technology

such as RFID, tracking via GPS or

Usage of location-based

real-time locationing systems (RTLS)

and arrivals



75% Planning to use them for social media and send personalized offers to passengers by 2019

Identity Management

Airlines plan

for passenger

single token travel

70%

2019

12%

2016

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