

JULIA LEWIS

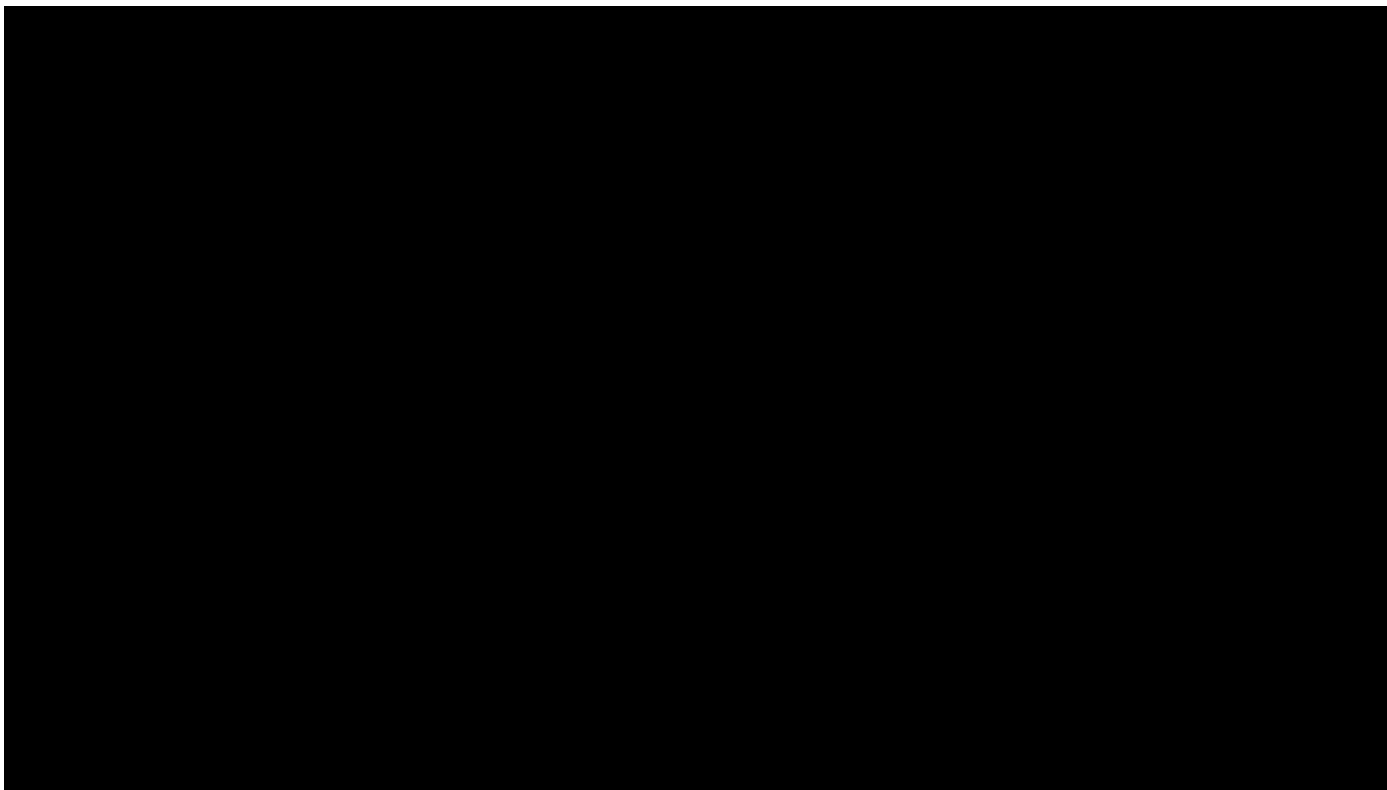
SALES & MARKETING MANAGER

BBC ON-BOARD



- **ACTION / TRAVEL / ADVENTURE / DRAMA**
- Passenger expectations are high!
- Technology has evolved!
- Travellers demand on-board entertainment!
- You have the chance to provide the best!

Building a railway...







- Sets you apart from competitors
- Enhances passenger experience
- Gain insight into their taste
- Make an impact on passenger experience; gives added value and gains loyalty

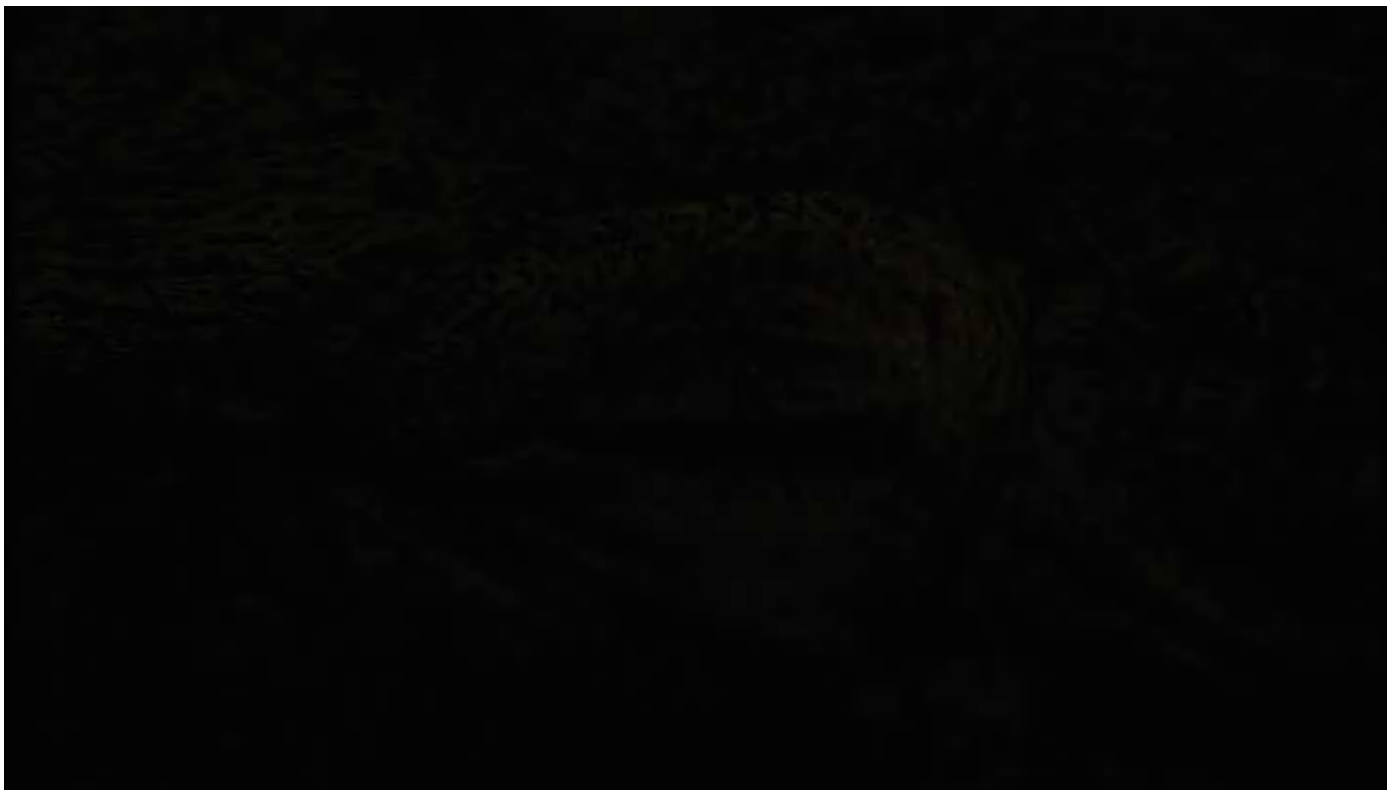




Factual Entertainment



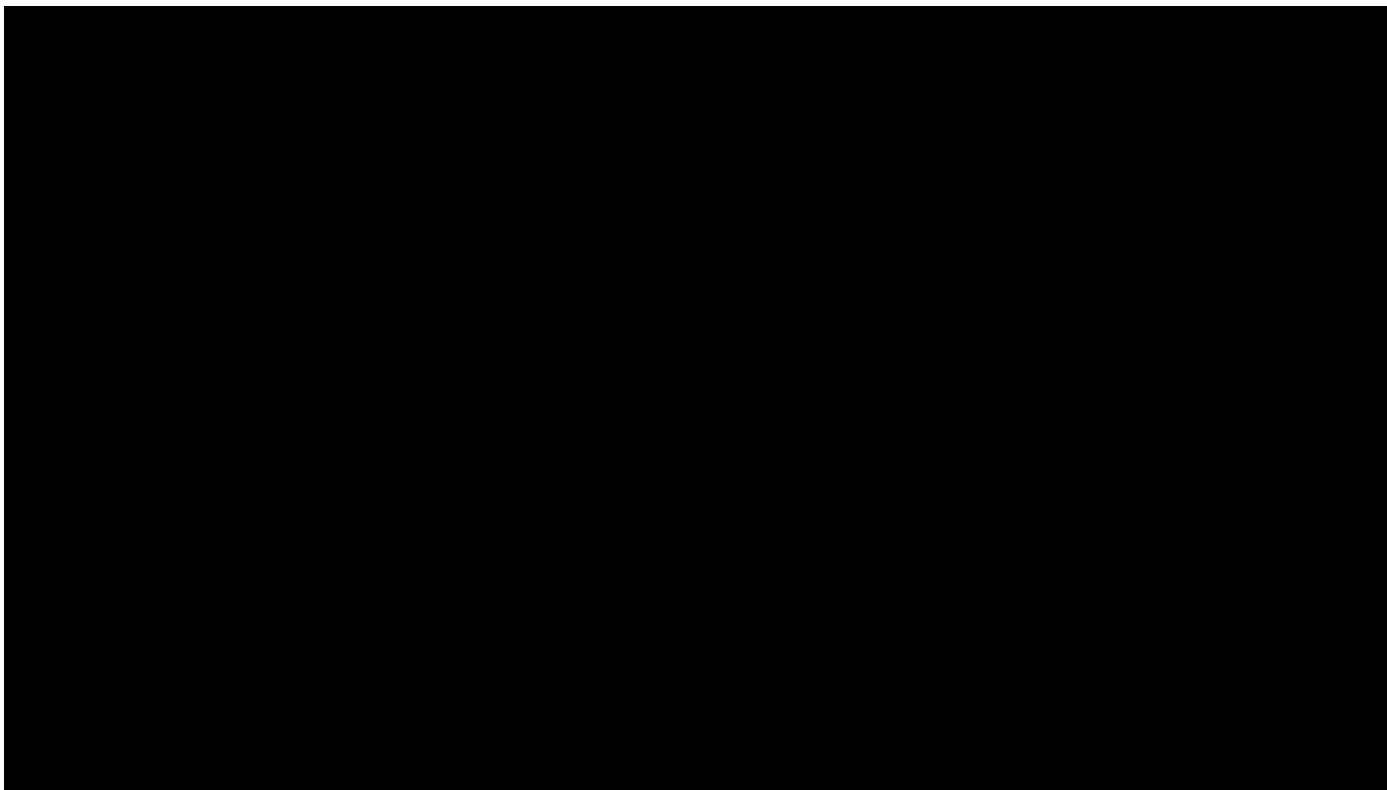
Natural History



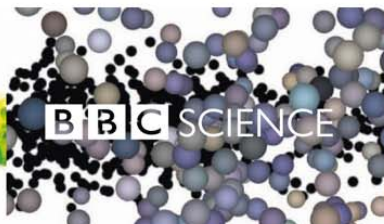
Children's



Comedy









Delta

January 2006

Operating under bankruptcy protection - reorganizing

Delta Mainline Fleet

- **392** aircraft
 - 15% fitted with new interiors
- **272** IFE equipped aircraft
 - 02% fitted with full-cabin personal monitors (Int'l only)
 - 20% premium-cabin personal monitors (mainly Int'l)
 - 00% Digital
- **48** Song aircraft
 - 100% full-cabin personal monitors – AVOD
 - 100% digital

July 2007

Exited bankruptcy - reorganization complete

- **440** aircraft in the fleet
 - 75% of entire fleet outfitted with new interiors
- **320** IFE equipped aircraft
 - 18% equipped with full-cabin personal monitors
 - 20% equipped with premium cabin personal monitors
 - 34% equipped with digital systems
- Song service rolled into mainline

Delta – 757 Interior

Old



New





Don't miss a kick with Emirates

FIFA World Cup Onboard

June 9th 2006 – July 9th 2006

Emirates

- TV and Radio
 - 18 Video channels
 - 26 Audio channels
 - 50 Games
- ice
 - 140+ Movies
 - 65+ TV channels
 - 350+ Audio channels
 - 40+ Games
- ice Digital Widescreen
 - Hundreds of entertainment channels



Emirates – FIFA World Cup

- Estimated TV viewers for The Final on July 9th: 715 million
- FIFA World Cup 2006 cumulative TV viewers: 26.29 billion
- Bring the excitement and drama of the World Cup to Emirates passengers
- Keep Emirates passengers fully updated as soon as possible
- 100 Departures daily ÷ 84 aircraft x 64 Football matches = a massive logistical effort
- Mixed IFE equipment

Emirates – At the airport

- Temporary recording and duplication facility with 2 satellite feeds at DXB Cabin Crew Centre
- 4 Emirates and Inflight Productions staff working overnight for 25 nights from June 9th to July 9th



Emirates – At the airport

- 1,500 kg of equipment
- 2500 x DVDs
- 10,000 x V8 Tapes
- 25 x TEAC V-800G Hi 8 recorders
- 2 x 10 way DVD duplicators
- DVD printer
- 2 x mini edit suites



Thank you for listening.