

Press release

Lufthansa Systems partners with Inadvia to offer programmatic advertising for BoardConnect customers

New cooperation enables airlines to better monetise their IFE offerings

Raunheim, April 18, 2018 – Lufthansa Systems today announced that it will work closely together with programmatic inflight advertising specialist Inadvia. The partnership will lead to increased advertising revenues for Lufthansa Systems' BoardConnect customers by allowing them to monetise their in-flight entertainment (IFE) through the global digital programmatic marketplace.

"How to monetise the entertainment and connectivity offerings is always a crucial topic for our airline customers. That's why we are delighted to be partnering with Inadvia", says Jan-Peter Gaense, Head of Passenger Experience Products & Solutions at Lufthansa Systems. "Our BoardConnect open aircraft IT platform has all of the necessary advertising standards built in already, and we believe the integration of the Inadvia capabilities on the platform represents the strongest possible approach in the market today."

After announcing new partnerships and customers last week at Aircraft Interiors Expo (AIX) in Hamburg, this is another example on how easy and flexible the open aircraft IT platform BoardConnect enables additional features and services. This new partnership allows Lufthansa Systems to add yet more value to its customers by being at the cutting edge of the migration to a more scalable and sustainable way of effectively monetising in-flight entertainment, while at the same time allowing airlines to remain in complete control of their environment.

Programmatic advertising automates the process of buying and selling media and Inadvia is the world's first programmatic video advertising platform dedicated to in-flight media. The company has solved the technical challenges involved in plugging IFE systems into the programmatic advertising ecosystem, by setting media-industry friendly standards and being able to work in both disconnected and connected environments.

Press release

In recent years, programmatic and digital video advertising have shown enormous growth, but there has been no infrastructure available for airlines to fully access those advertising budgets. This changes with the cooperation between Lufthansa Systems and Inadvia.

“Beyond having a proven IFEC solution in BoardConnect, Lufthansa Systems have consistently shown us how forward-thinking they are in their adoption of some of the necessary standards the advertising and media industry require to invest, and that makes them a wonderful partner for Inadvia.” says Tim Letheren, Director, Inadvia, “Working with BoardConnect gives us an opportunity to display how programmatic advertising allows the highest possible sell-through rates, incredibly competitive revenue yield, and provide passengers with more relevant advertising than ever before.”

Caption (Copyright: fotolia.com/lightpoet): The new partnership between Lufthansa Systems and Inadvia enables airlines to better monetise their IFE offerings.

Further images can be found in the download section of our website at:

<https://www.lhsystems.com/gallery/flight-entertainment>

About Inadvia

Inadvia is the world's first programmatic advertising platform specialising in Inflight and In-Transit Media. Inadvia has solved the technical challenges involved in plugging BYOD and seatback entertainment systems into the programmatic advertising ecosystem, by setting media-industry friendly standards and being able to work in disconnected environments. Inadvia allows airline partners to effectively maximise monetisation of Inflight and In-transit Entertainment, in a way that makes it easy for advertisers to buy, and allows full control to the airline/ operator – maximising revenue in a way never before possible. www.inadvia.com

About Lufthansa Systems

Lufthansa Systems GmbH & Co. KG is a leading airline IT provider. Based on long-term project experience, a deep understanding of complex business processes and strong technological know-how, the company provides consulting and IT services for the global aviation industry. Over 300 airlines worldwide rely on the know-how of IT specialists at Lufthansa Systems. Its portfolio covers innovative IT products and services which provide added value for its customers in terms of enhanced efficiency, reduced costs or increased profits. Headquartered in Raunheim near Frankfurt/Main, Germany, Lufthansa Systems has offices in 16 other countries.

Press release

Contact

Lufthansa Systems GmbH & Co. KG
Press Office
Ansgar Lübbehusen
Tel.: +49 (0)69 696 90776
Email: publicrelations@LHsystems.com
www.LHsystems.com

Inadvia Ltd
Tim Letheren
Tel: +44(0)7568115617
Email: tim@inadvia.com
www.inadvia.com