

# Cathay Pacific: Onboard Entertainment

## Studio<sup>CX</sup> Inflight TV and Movies

Cathay Pacific's award-winning Studio<sup>CX</sup>, interactive entertainment system offers a variety of entertainment in all seats in all classes. Each seat has a personal TV which can access On Demand videos or 20 video channels. Slotted among the latest Hollywood release, sport or popular shows, your television commercial can return astounding results.

## Airshow

Airshow features the latest information on the aircraft's flight path, time and distance to destination. It also shows estimated time of arrival, connecting gate and baggage claim information. Airshow is available to passengers throughout the flight and broadcasts on all screens before the aircraft takes off and descends for landing. Airshow plays in a loop lasting from 60 seconds to 3 minutes all depends on the type of aircrafts. Each loop includes a 5-second billboard advertisement. These billboard spots are an excellent opportunity to deliver your advertising message to passengers during the journey.

## Audio Entertainment

From the latest pop and rock to classics, relaxation tips, and interviews with the world's top stars, it's all available in flight. Use this cost-effective and subtle method of reaching Cathay Pacific's affluent customer base.

## Advertising Rates

On-Screen Entertainment	Frequency Discount				
	1	3	6	9	12
Insertions (USD)					
<b>Movies</b>					
<b>a): New Releases (New Releases/Arthouse)</b>					
30-sec TVC spot per month	23,260	22,680	22,100	21,520	20,935
60-sec TVC spot per month	34,830	33,960	33,090	32,220	31,350
5-sec billboard spot per month	10,465	10,205	9,945	9,685	9,420
<b>b): All other movies (CX Library/Asian Cinema/HK Cinema)</b>					
30-sec TVC spot per month	18,950	18,480	18,005	17,530	17,055
60-sec TVC spot per month	28,425	27,715	27,005	26,295	25,585
5-sec billboard spot per month	8,500	8,290	8,075	7,865	7,650
<b>a + b): All movie channels</b>					
30-sec TVC spot per month	32,600	31,785	30,970	30,155	29,340
60-sec TVC spot per month	48,815	47,595	46,375	45,155	43,935
5-sec billboard spot per month	14,665	14,300	13,935	13,570	13,200
<b>Daily News</b>					
30-sec TVC spot per month	21,275	20,745	20,215	19,680	19,150
60-sec TVC spot per month	31,910	31,115	30,315	29,520	28,720
5-sec billboard spot per month	9,580	9,345	9,105	8,865	8,625
<b>Short Features</b> <i>No ads on Discovery Channel and Family Channel including Kids and Disney Channel</i>					
30-sec TVC spot per month	18,950	18,480	18,005	17,530	17,055
60-sec TVC spot per month	28,425	27,715	27,005	26,295	25,585
5-sec billboard spot per month	8,500	8,290	8,075	7,865	7,650
<b>NSI Banner and Billboard (Skyscraper banner with click through to full screen billboard ad)</b>					
First & Business Class Only per month	20,750	N/A	N/A	N/A	N/A
All Classes per month	29,485	28,750	28,015	27,275	26,540
<b>Infomercial (client-provided video programme/commercial)</b>					
All Classes: 2-min programme (minimum) monthly	44,555	43,445	42,330	41,215	40,100
Every additional 30-sec	5,460	N/A	N/A	N/A	N/A
<b>Airshow</b>	<b>1</b>	<b>2</b>	<b>4</b>		
5-sec billboard spot per quarter	73,440	71,605	69,770		
<b>On Air Radio</b>					
Channel sponsorship per quarter	7,210	7,030	6,850		