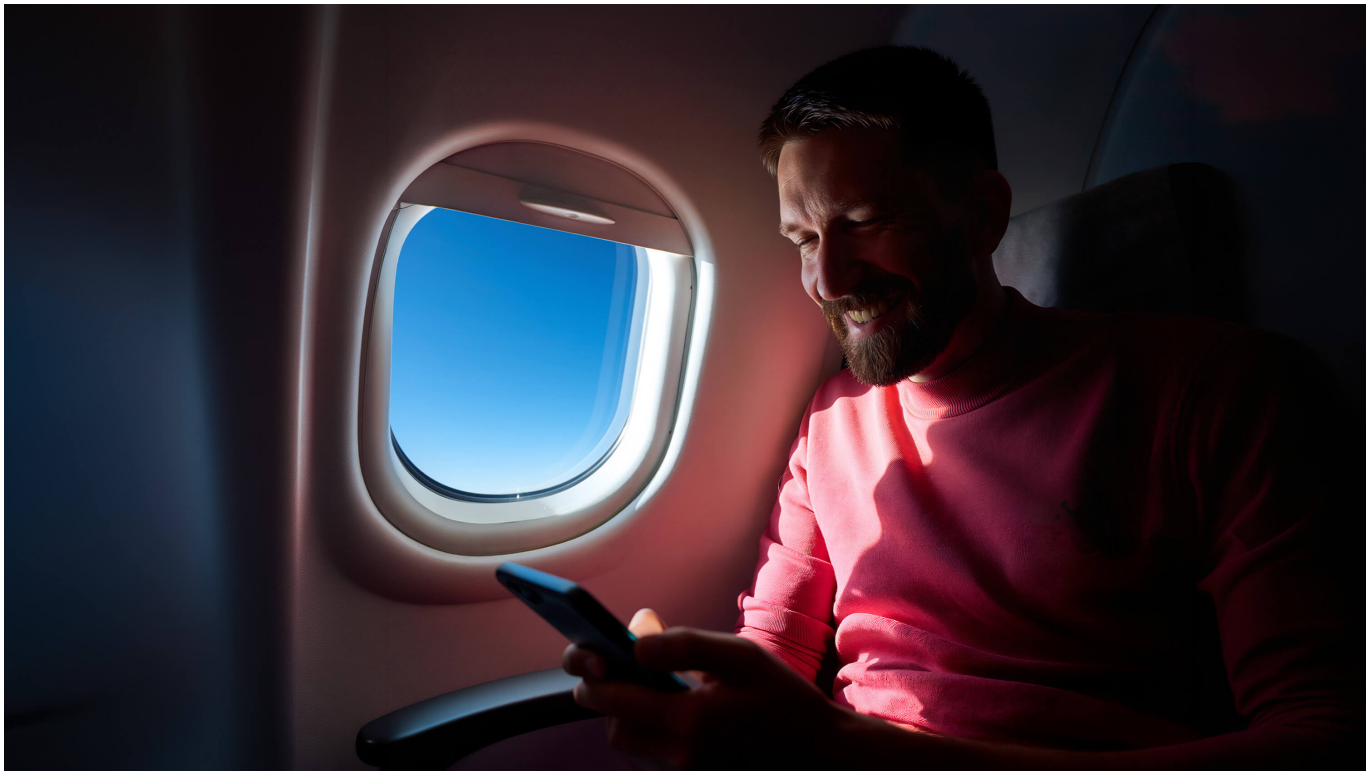
Viasat takes inflight media beyond its own network with VIA™



Viasat has announced the launch of VIA™, a cloud-delivered entertainment and advertising platform that works over any IFC network

Viasat, Inc. today launched VIA™, a cloud-delivered entertainment and advertising platform that works over any IFC network, including on the company's next generation Viasat AMARA solution and networks from other providers. Airlines can now deliver a consistent entertainment experience as well as derive value from advertising on every aircraft in the fleet, whichever network it flies on.

"Airlines have invested heavily in connectivity, yet passengers can still get different entertainment and advertising experiences on each aircraft type," said Meherwan Polad, chief commercial officer, Viasat Aviation. "The VIA platform takes our entertainment and advertising services beyond Viasat's own network, so each airline can deliver its own digital experience on every aircraft, with one accountable partner."

The VIA platform builds on 13 years of in-flight connectivity and media experience, and its services already reach more than 250 million passengers annually. Extending VIA's services to any aircraft will widen the reach of its entertainment and advertising solutions.

A connected entertainment experience each airline controls
VIA delivers live in-flight TV, on-demand content, and lean-back free ad-supported streaming television (FAST) channels to seatback screens and personal devices. Airlines can source programming curated by Viasat, license their own, or combine both. VIA services can be integrated into an airline's existing portal or app and configured to match the airline's brand.

Consistent advertising solution fleet wide
VIA's ad tech platform delivers ads in real-time to connected passenger services. Airlines get a fully

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managed inflight advertising solution without building one: VIA can handle everything from advertiser acquisition and campaign activation to billing and reporting. Airlines can onboard their own partner brands, and leverage VIA's broader network of advertisers that comply with airline-set brand guidelines.

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