

Viasat builds brand loyalty via IFC

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Inflight connectivity (IFC) is a critical aspect of building brand value for airlines. As Laney Hind, Director of Airline Programs, [Viasat](#), tells *PAX Tech*, "What is clear is that passenger expectations have soared: connectivity is no longer a luxury, but a fundamental expectation."

She says airlines are increasingly recognizing IFC as a crucial strategic platform for building brand loyalty and differentiation, capable of extending the airline's brand values and hospitality into the digital realm.

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Laney Hind, Director of Airline Programs, Viasat

“Brand-building opportunities are abound if the IFC solution is strategically designed,” Hind notes. “This is where Viasat’s extensive digital product suite comes in. It enables airlines to create a customized digital environment that perfectly matches their customer, reflecting their brand and enhancing the customer journey.”

This digital environment ranges from delivering IFE experiences, such as live TV programming and hosting passenger and operational applications, to monetization through integrated advertising.

IFC in alignment

As onboard connectivity becomes an expected part of the journey, airlines must ensure that the IFC delivery model aligns with the broader passenger experience. According to Hind, this depends on several factors, including flexibility and personalization. When used effectively, connectivity can serve as a powerful platform—enabling airlines to curate experiences that reflect and reinforce brand identity.

“We know that every airline is unique. And therefore, the IFC experience offered can be as bespoke as the airline brand itself,” she explains.

For premium carriers, delivering a top-tier passenger experience requires seamless, high-speed streaming, access to live TV and connectivity mirroring what is available on the ground, which can

also enable a host of applications. Hind says this could be free, high-bandwidth access for everyone, or tiered access prioritizing premium cabins.

By comparison, she explains that value-focused carriers might find a “freemium” model more suitable and appreciate the opportunity to turn IFC into a revenue growth opportunity through services such as Viasat Ads.

“Ultimately, it is about empowering passengers to enjoy their flight time exactly as they choose, whether it is streaming, catching live TV, or using other applications, ensuring the IFC platform naturally extends the airline's brand values,” Hind says.

She points to Viasat Amara as one such IFC solution, designed specifically to allow airlines to curate ownable, distinctive journeys that honor brand identity.



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Both [Etihad Airways](#) and [Azerbaijan Airlines](#) recently selected Viasat Amara, examples that Hind points to as airlines embracing IFC solutions aligned with passenger experience goals. Etihad is investing in a comprehensive digital platform that supports its hospitality-focused brand, using fast, reliable connectivity to curate more personalized passenger journeys. Meanwhile, Azerbaijan Airlines is introducing fast, streaming-capable IFC for the first time, marking an important milestone in the expansion of its onboard offering.

“In both cases, Viasat Amara provides the scalable, multi-orbit, high-capacity platform necessary to exceed current passenger expectations, while also future-proofing their fleets. This proactive approach to enhancing the passenger journey is a powerful way for both airlines to differentiate their brands and build lasting passenger loyalty,” Hind says.

Leveraging loyalty

Airlines can also use IFC to strengthen passenger loyalty, with membership programs serving as a differentiator by offering frequent flyers complimentary high-speed Wi-Fi.

Based on Viasat's research and experience, reliability and consistency are paramount to passengers when it comes to fostering lasting brand loyalty.

As each airline is unique, Hind maintains that IFC is not a one-size-fits-all proposition.

"A well-delivered IFC experience allows airlines to showcase the messages and positioning they seek to convey, bringing brand promises to life. It demonstrates, in real-time, that an airline prioritizes the passenger experience and understands modern traveler needs," she explains.

Hind notes that offering fast, reliable and consistent connectivity—capable of supporting high-bandwidth activities such as streaming—signals an airline's commitment to a premium passenger experience. It shows passengers that their digital comfort is treated with the same importance as their physical comfort.

In the next few years, she expects demand to accelerate as more airlines adopt connectivity and rethink how it can enhance both the passenger experience and business performance.

"We feel like we are in an excellent position to support airlines in this way," Hind says of Viasat.