

Magnite and Viasat partner on inflight programmatic advertising



Magnite and Viasat are partnering to bring programmatic advertising inflight through Viasat Ads

[Magnite](#), an independent sell-side advertising company, has announced a partnership with [Viasat](#). This collaboration brings programmatic advertising to inflight Wi-Fi and entertainment, giving brands and ad buyers scaled access to highly engaged audiences in the sky. Built on Viasat Ads, this collaboration unlocks one of the last major offline environments as premium, addressable inventory.

Viasat powers inflight connectivity and digital entertainment services across passenger devices and onboard platforms. Its technology is used by more than 60 airlines on 4,000+ aircraft worldwide. Viasat Ads delivers premium advertising experiences at scale by offering inventory across multiple airlines, monetizing airlines' inflight media with dynamic ad targeting by route, destination and events.

Magnite's programmatic infrastructure will allow advertisers working with Viasat Ads to seamlessly reach millions of travelers across Viasat's inflight ecosystem, including seat-back entertainment screens and personal devices accessed via onboard Wi-Fi with a streamlined user experience, enabling consistent ad formatting, reliable measurement and premium visibility in a brand-safe and high-attention environment.

"As brands increasingly seek high-quality environments that deliver both scale and attention, inflight screens and personal devices are emerging as some of the most valuable untapped digital advertising environments," said Leon Siotis, SVP, Business Development, International, Magnite. "With millions of₁

highly engaged travelers spending extended periods of uninterrupted time in the air, brands now have a unique opportunity to connect with audiences in a premium, immersive setting that few other channels can replicate.”

Ragu Kamakshisundaram, Vice President, Media and Monetization, Viasat, added, “With this launch of programmatic advertising in the sky, we are bringing inflight media to the real-time world of ad buying. Instead of long planning cycles to integrate advertisements into airline content management systems, advertisers can now reach the flying traveler instantly. By combining our leading brand-safe inflight advertising platform with Magnite’s programmatic expertise, we are creating new opportunities for brands and airlines to connect with passengers in the air.”