

Conetic unveils cloud-native media engagement platform



Cloud-Native Media Engagement Platform

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Building on its track record with [Touch](#) and ABOVE, [Conetic Group](#) has announced a new end-to-end, cloud-native media engagement platform for connected aircraft. The solution is currently in development, following Conetic's vision and incorporating elements of previously successfully delivered digital projects and POCs.

Addressing a shifting market

The inflight media industry is changing rapidly, driven by the rapid deployment of next-generation inflight connectivity systems (IFC). As a result, both the onboard media content mix and the available content delivery options are evolving, Conetic said in its April 7 press release. This includes new IP-based content delivery models such as OTT services, IPTV and FAST channels, alongside traditional non-theatrical content.

"With more passengers being seamlessly connected to the internet in flight, carriers need new ways to personalize offers, protect their brand environments, and grow ancillary revenue without handing the passenger relationship to third-party platforms," the press release stated.

Conetic's media engagement platform

Conetic's new solution combines its CSP expertise with ABOVE's cloud delivery capabilities in an open, modular architecture that connects content supply, cloud distribution, passenger interaction and monetization. Designed as a commercial and engagement backbone for IFC-enabled fleets, it focuses on:

- **Premium media sources:** Non-theatrical and IP-based content available through one platform.
- **Agile delivery:** Cloud-native and streaming-ready workflows to optimize distribution and

compress fulfillment and update cycles from days to hours, and in some cases minutes.

- **Data and content intelligence:** Near real-time insight into passenger behavior and content performance to drive smarter curation, personalization, and advertising use cases.
- **Customizable passenger interface:** A modular, adjustable white-label experience layer that preserves each carrier's look and feel and delivering the platform's value right to the passenger.

Built for integration and growth

The platform is designed to be IFEC system agnostic while remaining flexible for future innovations. Its modular design lets carriers start with specific components - such as content selection and delivery, data and analytics, or the passenger interface. By strengthening airline-controlled digital touchpoints and enabling data-driven media and advertising, the platform supports sustainable growth and deeper passenger engagement.

"At Conetic, we see every flight as an opportunity to build a deeper relationship between airlines and their passengers," said Joe Carreira, CEO of Conetic Group. "By unifying entertainment, media information, data and brand into one experience, we help carriers keep passengers engaged and satisfied, tell their story in a consistent way, and create new advertising and ecommerce revenues that can be reinvested into better products and services on board."