

Guest column: Ads that belong—Rethinking monetization for captive audiences

In this guest column, Juraj Siska, CEO at [IdeaNova Technologies](#), examines how advertising can evolve from static placements to dynamic, passenger-centered experiences that deliver value for both airlines and brands.



Ads are annoying. But they are less annoying—and sometimes even enjoyable—when they reflect the lifestyle of the viewer. A luxury traveler might welcome a curated offer for a boutique hotel in Kyoto, Japan. A business passenger might appreciate a productivity app tailored to frequent flyers. Budget conscious passengers might like to learn about discounts and deals to be had at their destination. Context is not just king—it is the difference between interruption and engagement.

In aviation, this distinction is especially critical. Passengers are seated, screen-facing and often idle. But they are also discerning, fatigued and increasingly resistant to irrelevant content. The opportunity is not just to monetize attention, it is to earn it. And earning it requires more than access. It demands precision, trust and proof.

The Aviation ad opportunity: High intent, low competition

Inflight environments offer a rare media moment: long dwell times, minimal distractions and a defined audience. Unlike mobile or desktop advertising, aviation screens are not competing with dozens of other tabs or apps. The viewer is present. The question is whether the content is.

Yet despite these advantages, aviation advertising remains under-utilized. Many platforms still rely on static placements or generic campaigns that fail to connect with the passenger's mindset. The result? Missed revenue, missed engagement and missed relevance.

To unlock the full potential of this space, aviation platforms must evolve from passive ad delivery to dynamic monetization ecosystems—ones that treat advertising not as an add-on, but as a service.



Juraj Siska, CEO, IdeaNova Technologies

Precision over presence: What advertisers actually want

Advertisers today are not just buying impressions—they are buying outcomes. They want to know that their messages are reaching the right audiences, at the right moments, with the right results. That means:

- Industry-standard protocols like VAST for campaign tracking and validation
- Granular reporting on impressions, click-throughs and engagement
- Programmatic access to targeted inventory across platforms

Without these capabilities, aviation platforms risk being excluded from premium ad buys and data-driven strategies. But with them, they become part of a broader ecosystem—one that values transparency, accountability and performance.

Designing for attention: UX as strategy

Effective aviation advertising is not just about placement—it is about experience. Should ads appear pre-roll, mid-roll or be ambient between content? Should they be skippable, interactive or personalized by destination? What is the best time to show a certain type of ad? These are not technical decisions—they are editorial ones.

They require collaboration between ad ops teams, content strategists and UX designers. And they require a shift in mindset: from monetization as interruption to monetization as relevance.

Companies like [IdeaNova](#) have begun addressing these questions with systems like Inplay. The product offers:

- Dynamic ad insertion: Flexible pre-roll, mid-roll options, banner and roadblocks
- Programmatic integration: Targeted campaigns via client and server side ad insertion
- Cross-platform compatibility: Seamless delivery across seatback screens, tablets, and mobile devices
- Real-time analytics: Every interaction tracked, every impression contextualized

But the broader imperative is strategic: to treat monetization as part of the inflight experience—not a detour from it.

The road ahead: Personalization, privacy and passenger experience

As inflight connectivity improves and passenger expectations evolve, aviation advertising will need to follow suit. That means:

- Real-time, AI driven personalization based on flight stage, destination or traveler profile
- Ethical UX design that respects attention spans and emotional states
- Privacy-first frameworks that balance targeting with consent

Ultimately, the goal is not just to monetize attention—it is to honor it. Ads that belong are not just tolerated—they are welcomed. And in a world where every impression counts, belonging is the highest form of value for passengers and the highest form of conversion for advertisers.