

IFE Headset Research – Banded is Best

In November 2015, MNH commissioned an independent research study** amongst long-haul airline passengers to assess their behaviours in respect of IFE and their preferences with regards to IFE headsets.

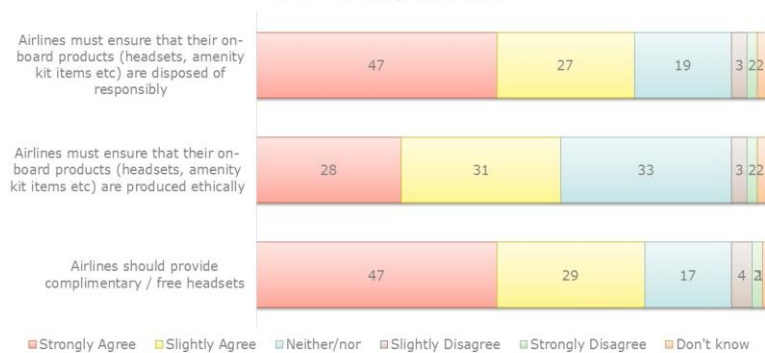
- The results show that banded headsets are preferred to in-ear for all aspects surveyed, including sound quality, comfort and overall enjoyment of the IFE. All else being equal, therefore, they should be a positive contributor to IFE satisfaction ratings for airlines who use them.
- This is not new news. Peter Miller, Head of Marketing for Skytrax says: “There is no doubt that sound quality is enhanced by banded headsets, and our own tests through 2015 have the new Emirates headset we tested through July/August as the best practice for Y class”. Whilst findings are relative to product quality, he also said that ‘the switch to banded handsets by SIA as an example did result in users we communicated with reporting a better overall experience with the IFE”.

Key findings:

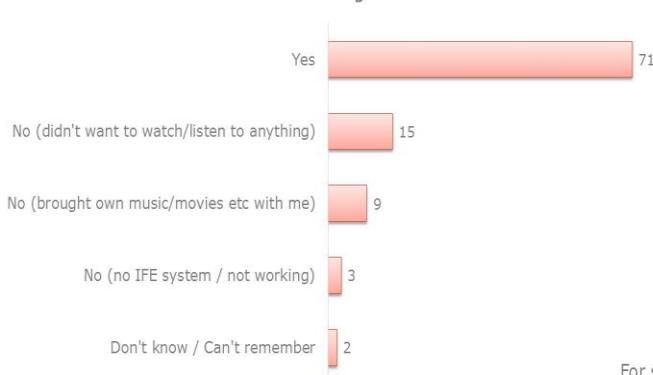
Banded headsets are preferred to in-ear with preference becoming increasingly marked in line with flight duration. For 2hr+ flights, 50% prefer banded headsets (vs only 21% for in-ear).

76% agree that IFE headsets should be provided free of charge. Additionally, the majority agree that on-board products should be produced ethically and disposed of responsibly, and that it is the airlines’ duty to ensure this is the case.

Attitudes towards on-board product provision
Base: All long-haul fliers



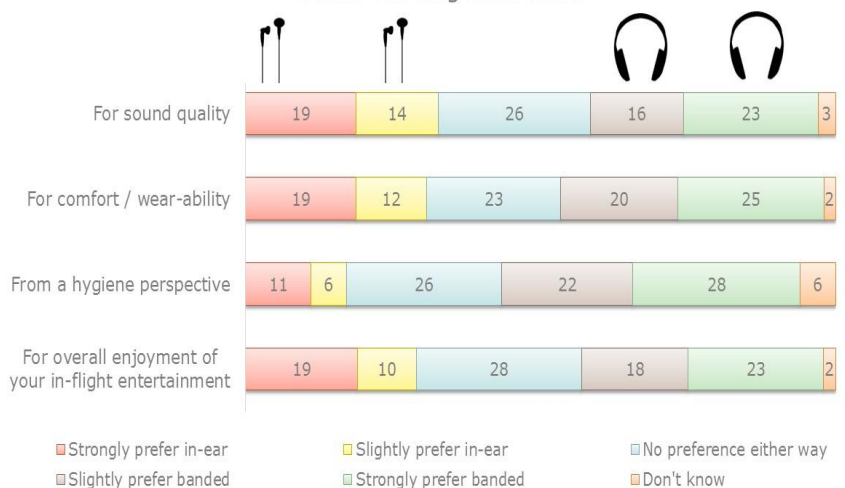
Whether used IFE system on (most recent) long-haul flight
Base: All long-haul fliers



In-flight entertainment remains an integral & essential part of the long-haul flight experience. A substantial majority (71%) of passengers used the IFE on their long-haul flight. As such a core element of the flight, delivery of a good quality IFE experience is key.

Preference for banded headsets clearly outweighs that for in-ear headsets for all aspects surveyed ie. sound quality, comfort/ wear-ability, overall enjoyment of the in-flight entertainment, and particularly from the hygiene perspective.

Headset preference for various aspects
Base: All long-haul fliers



**The research was conducted by Opinionium Research LLP, in conjunction with Research Management & Consultancy Ltd, using Opinionium’s online omnibus panel comprising a sample of c.2,000 UK adults, weighted to reflect a nationally representative audience. From this, a total of 538 interviews were achieved amongst people who had flown long-haul (defined as flights of 5hrs+) in the preceding 12 months. Where people had flown long-haul more than once in that period, they were asked to respond on the basis of their most recent flight.