

Dragonair: Onboard Entertainment

Dragon On Air is the inflight entertainment system of Dragonair. It offers a wide variety of premiere movie and TV programmes on A321, A330 and selected A320 flights that have been equipped with inflight entertainment technology. On Air Radio offers 16 audio channels for listening pleasure. In addition, soothing ambient music helps create a tranquil cabin atmosphere.

On Air TV

On Air TV's entertainment ranges from Hollywood and Chinese blockbuster movies to comedies, documentaries, sports and wildlife programmes.

Airshow

Airshow features the latest information on the aircraft's flight path, time and distance to destination. It also shows estimated time of arrival, connecting gate and baggage claim information. Airshow is available to passengers throughout the flight on selected aircraft and broadcasts on all screens before the aircraft takes off and descends for landing. Airshow plays in a loop lasting about 60 seconds. Each loop includes a five-second billboard advertisement. These billboard spots are an excellent opportunity to deliver your advertising message to passengers during the journey.

On Air Radio

On Air Radio, Dragonair's hip 16-channel selection of inflight audio, offers audio entertainment for passengers. Conveying your advertising message while the passenger relaxes and tunes into your channel of choice is a subtle way of communicating with a discerning audience.

Advertising Rates

| Insertions (USD) | Frequency Discount | | | | |
|---|--------------------|--------|--------|--------|--------|
| | 1 | 3 | 6 | 9 | 12 |
| Movies | | | | | |
| 30-sec TVC spot per month | 4,915 | 4,795 | 4,670 | 4,550 | 4,425 |
| 60-sec TVC spot per month | 7,375 | 7,195 | 7,010 | 6,825 | 6,640 |
| 5-sec billboard spot per month | 2,125 | 2,075 | 2,020 | 1,970 | 1,915 |
| Short Features <i>No ads on Discovery Channel and Disney Channel</i> | | | | | |
| 30-sec TVC spot per month | 13,650 | 13,310 | 12,970 | 12,630 | 12,285 |
| 60-sec TVC spot per month | 20,480 | 19,970 | 19,460 | 18,945 | 18,435 |
| 5-sec billboard spot per month | 5,865 | 5,720 | 5,575 | 5,430 | 5,280 |
| Airshow | | | | | |
| 5-second billboard spot per quarter | 1 | 2 | 4 | | |
| | 39,735 | 38,745 | 37,750 | | |
| On Air Radio | | | | | |
| Channel sponsorship per quarter | 4,805 | 4,685 | 4,565 | | |