



# Full, Fast and Free Fly-Fi: 10 years and counting

## CASE STUDY



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While Wi-Fi has now become ubiquitous in public spaces, providing free high-speed connectivity to aircraft traveling 500 mph at 35,000 feet was a unique challenge in 2013. To set a new standard of onboard connectivity, JetBlue worked with satellite internet provider, Viasat, to integrate the highest speeds offered inflight, making it possible for customers to have the bandwidth to stream video and use multiple devices at once, a radical capability at the time that many airlines are just now integrating into their service.

JetBlue has been a trailblazer in the airline industry, recognizing the importance of in-flight connectivity for all customers early on. In 2013, JetBlue became the first airline to offer free, high-speed Wi-Fi to all passengers, setting a new standard for the industry. This commitment to connectivity has remained a cornerstone of JetBlue’s customer-centric approach, enhancing the overall travel experience for millions of customers.

## POWERING FULL, FAST AND FREE

Viasat, a leading provider of satellite communication solutions, has been JetBlue’s long-time partner on their in-flight connectivity journey. Viasat’s advanced satellite technology and industry-leading in-flight connectivity system has powered JetBlue’s Wi-Fi service, ensuring reliable and high-quality internet access for all customers. Viasat’s high-capacity satellite network has enabled JetBlue to deliver a home-like, multiscreen experience in the air, allowing customers to stay connected, browse social media, stream videos, and more.

## MEETING CHANGING TRENDS

JetBlue and Viasat have continuously adapted to changing trends as digital consumption habits have shifted. From the dominance of social media to the rise of short-form video content, JetBlue’s in-flight Wi-Fi has evolved to meet the changing needs of customers. Viasat’s technology has provided the flexibility and capacity to support these changing trends, enabling a seamless and connected experience for JetBlue customers.

## INDUSTRY LEADERSHIP AND CUSTOMER SATISFACTION

JetBlue’s early commitment to providing free Wi-Fi has set the airline apart from its competitors, earning recognition and loyalty. By partnering with Viasat, JetBlue has been able to deliver a consistent in-flight connectivity experience, enhancing customer satisfaction and solidifying its position as a leader in customer-centric travel.

## TIMELINE OF EVOLUTION OF FLY-FI



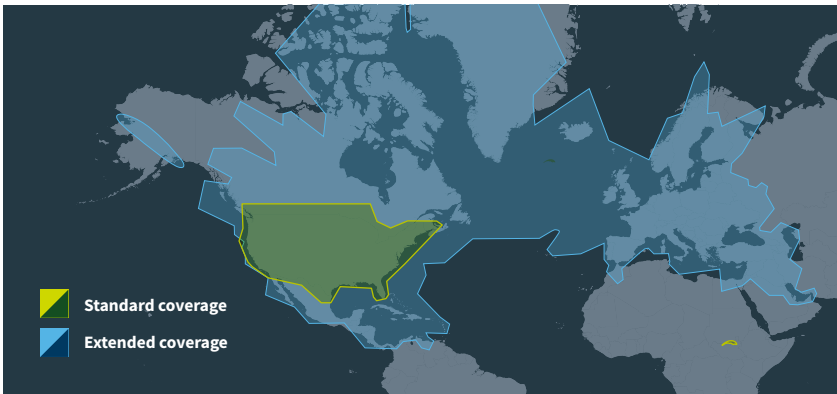
### 2013

- › Through product testing and evolution, and the launch of second gen satellites, JetBlue and Viasat were able to expand high-speed coverage across JetBlue’s network, paving the way for its European expansion.



### 2017

- › JetBlue receives ‘Best Wi-Fi’ in the sky at 2017 Passenger Choice Awards (at APEX) –only US carrier at the time to deploy a fast & free inflight Wi-Fi service for all devices across its entire fleet, and first US airline to offer gate-to-gate internet on every aircraft.



Coverage has also increased over the years for newer aircraft, so today, JetBlue has coverage for their flights over the Atlantic, Central America & the Caribbean.



### 2021

- › First A220 entered service on April 26, 2021 with Viasat delivering 30 live streaming channels to the seatback.
- › Inaugural transatlantic service from JFK to London only US airline to offer Free Wi-Fi & international live TV across the Atlantic on August 11, 2021.



### 2023

- › JetBlue expands service to Paris & Amsterdam in the summer of 2023
- › Celebrating 10 years of fast and free Fly-Fi: Leveraging Viasat’s continuously upgraded ground network infrastructure used to improve stability and redundancy, JetBlue has been able to positively impact the overall onboard performance of the fast and free internet available to passengers

## CONCLUSION

JetBlue and Viasat’s decade-long partnership has been a beacon of seamless and connected passenger experience for the airline industry. JetBlue’s commitment to free, high-speed Wi-Fi coupled with Viasat’s advanced satellite internet capabilities has set the gold standard for in-flight connectivity. As passenger media consumption and streaming habits continue to evolve, JetBlue and Viasat remain dedicated to meeting the changing needs of customers and delivering an exceptional in-flight connectivity experience.



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