



# THE POWER OF WI-FI IN FLIGHT

How passengers stay productive and entertained



Admit it. You are one of the 2.4 billion people who own a personal smartphone,<sup>1</sup> and you feel lost when it's out of reach. Anymore, people use their phones to manage, well, everything: daily to-dos, work and personal connections, financial accounts and banking, online shopping, even scheduling a dog walker.



With Gogo inflight connectivity, your connected life on the ground is given wings — so you don't have to fear what you're missing. Your work, life, and play can continue without disruption, even in the air.



Here's how most business aviation passengers spend their time when connected in the air:<sup>2</sup>

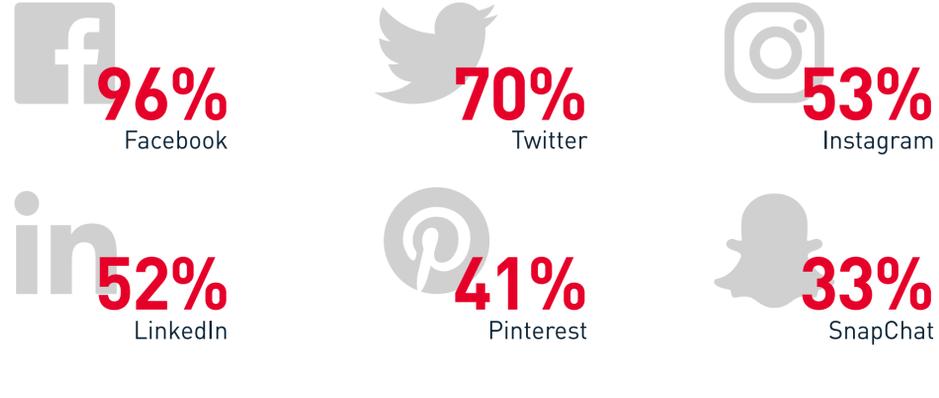
## WEB BROWSING

General web browsing is the most popular online activity across flights, with high search activity and time spent perusing online shops.



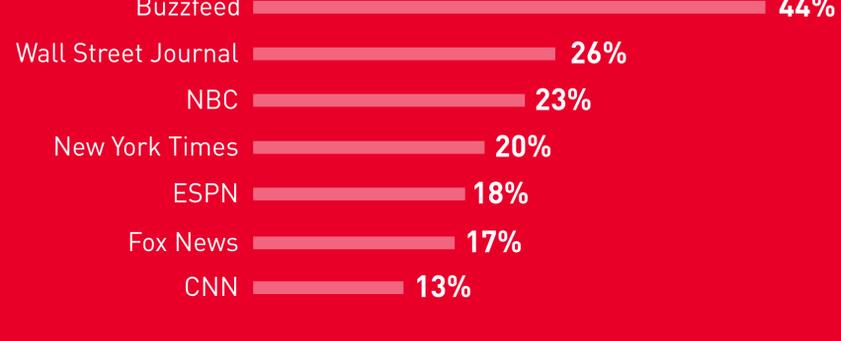
## SOCIAL MEDIA

Socializing online comes in a close second with high activity on these popular sites.



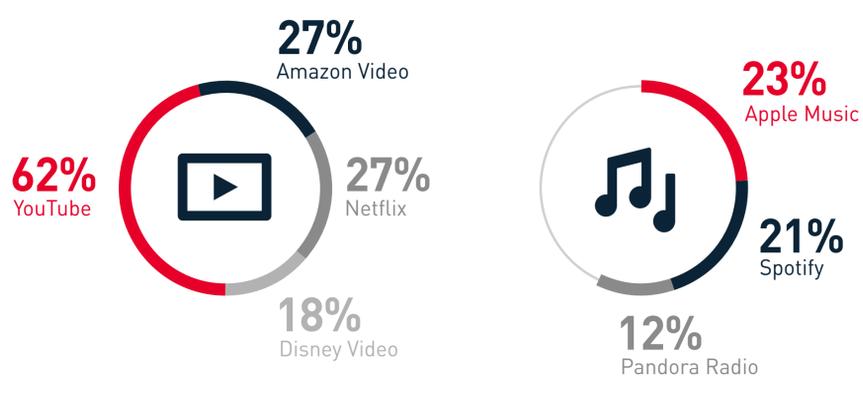
## CATCHING UP ON THE NEWS

From lighter fare topics found on sites like BuzzFeed to hard-hitting journalism sites, staying up-to-date on the news is a top priority.



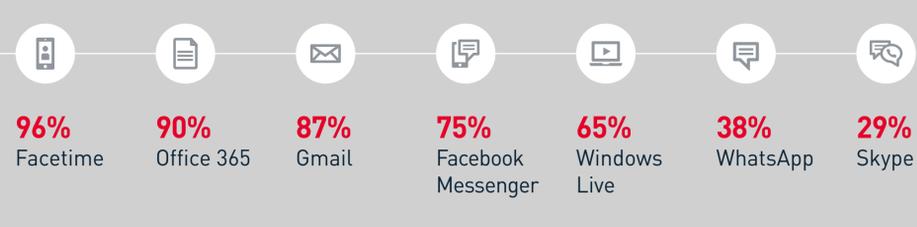
## BEING ENTERTAINED

Who doesn't like a little down time to catch up on shows and movies, or chill out to your favorite music and playlists?



## KEEPING UP WITH BUSINESS AND LIFE

Staying connected through email and online chat tools are popular activities in the air. But, grabbing a little FaceTime is also a preferred means of catching up.



## PREPPING FOR THE ROAD AHEAD

With any trip — whether it's coming home or arriving at a new destination — knowing what to expect once you land can offer peace of mind.



More than 66 percent of adults admit to experiencing some level of anxiety if they "lose their mobile phone, run out of battery or credit, or have no network coverage."<sup>3</sup> So, you can imagine how these people may feel when they fly unconnected.



Don't miss out on what you could be doing when you fly. Connect with a **Gogo connectivity consultant** today.



1. <http://mobilemarketingmagazine.com/24bn-smartphone-users-in-2017-says-emarketer>  
 2. Source derived from internal usage of data of Gogo Business Aviation for all charter flights on 3/1/2018.  
 3. <https://www.psychologytoday.com/us/blog/artificial-maturity/201409/nomophobia-rising-trend-in-students>