




Airport
Broadcasting
Network



Airport Broadcasting Network



Airport Broadcasting Network is an upcoming Media Revolution, the first ever Airport TV Channel Network of Pakistan. This Mega high definition channel is offered at the nation's busiest airport Jinnah International Airport Karachi. Airport Broadcasting Network is launching as an only airport based media enterprise platform which includes News, Entertainment and Sports. Our network is based on excellence in programming, technical expertise, and our prompt response to passenger, airport and airline needs.

Our programs content includes business and financial reports and talk shows, sports updates, weather, lifestyle and travel segments and live sporting events that passengers never want to miss.

Airport Broadcasting Network is an initiative of Outdoor One Pvt. Ltd. It is an upcoming TV channel with the same leadership and is all set to hit the market in near future. It is a complete media consisting of platforms that are important and relevant to Airport audience, that includes news, entertainment and sports. With a gigantic launch and a clear business objective of social development, Airport Broadcasting Network is now ready to bring a revolution in the Airport industry of Pakistan.

Facts And Figures

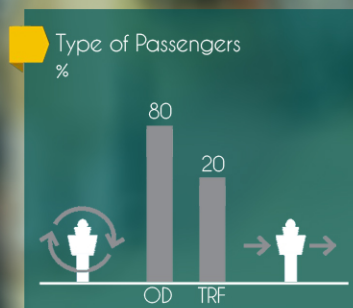
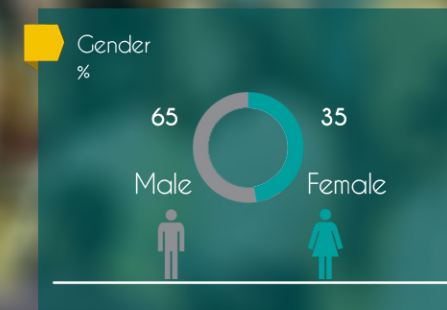
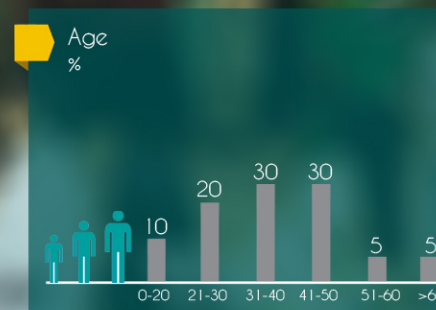
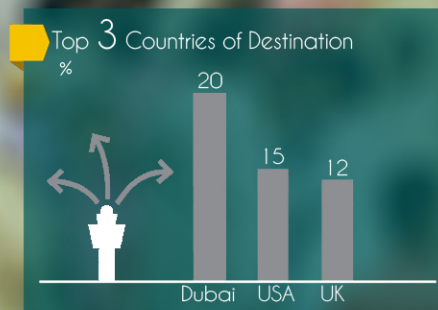
Facts & Figures



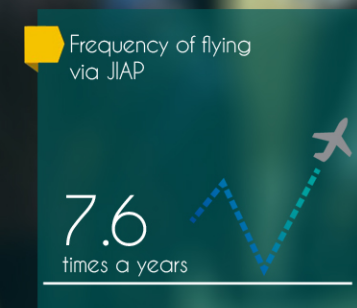
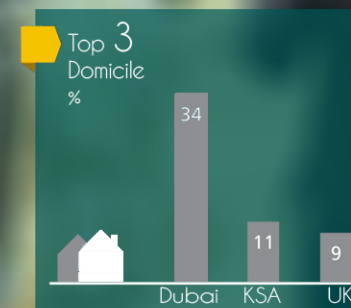
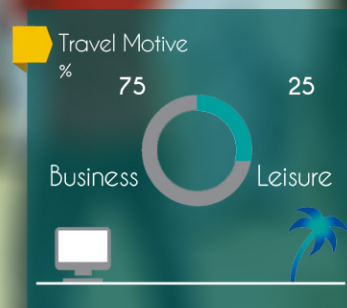
21.60
Million Passengers

Dwell time
150 minutes

The Facts and Figures provided here are based on Constant Research in 2014-2015



OD : Origin & Destination
TRF : Transfer



AN UPSCALE & INFLUENTIAL AUDIENCE



Average Age: 31 - 50

Average Income per Annum: 2.9 Million - 5.8 Million

Top Management Frequent Flyers: 67%



Avid Travelers

A Valued Demographic

9.7

Frequency of flying per year

75%

Business Travellers

25%

Leisure Travellers



PAKISTAN

AIR TRAVEL GROWTH FASTER THAN INDIA, CHINA & THE REST OF THE WORLD

IATA (International Air Transport Association) has forecasted that Pakistan's domestic air travel will grow at least **9.5%** per year, more than **2X** faster than the world average annual growth rate of **4.1%** over the next 20 years. The Indian and Brazilian domestic markets will grow at **6.9%** and **5.4%** respectively

International Air Travel Growth Rate
8% fastest growth in Passenger
Traffic In 3 Years



8%

Domestic Air Travel Growth Rate
Forecast

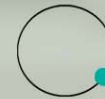


Pakistan 9.5 %

World 4.1 %

Source: CAA Via Express Tribune

World share for Pakistan
Pakistan has a world
share of 0.2%



Pakistan

0.2%

Source: Factfish.com

Top most traveling countries in
the world
Pakistan is 51 in the world's ranking.



Pakistan
51



Reach Engaged Viewers

▶ 84
Minutes

The Average time air travelers spend at the gate.

▶ 52
Minutes

The Average time air travelers spend watching ABN airport network.

Pre-Launch Poll

According to our pre-launch survey conducted, we were amused by the outcome, which we like to share with you:

90 %

of the passengers believe that Airport Broadcasting Network will improve airport environment and will make the stay pleasant.

98 %

of the passengers feel Airport Broadcasting Network will help them to stay in touch with what is happening in our country and rest of the world.

94 %

of the passengers will look forward for Airport Broadcasting Network the next time they fly and desire it to launch in all the airports.

Whats for You?

Since the airport is a must to visit place for all the decision makers and influencers in the town. No other place has the ability to gather all spenders; be it any class (Bureaucrats, Businessmen, Working Class, Families etc.) at one place like airport. Any segment which a brand wishes to reach to is readily available at the airport **24/7 365** days a year.



Whats for You?

We becoming a bridge between a brand and a target market, provide a commercial time on our screens for exclusive, effective messages and revenue generating advertising, creating a direct line of communication with air travellers.

Additional revenue stream through local advertising

Exclusive promotion for concessions within the airport.

Exclusive promotion for your airport, city and region

Public service information on security, accessibility and other issues

STANDARD OPERATING PROCEDURES

Airport Broadcasting Network is the only airport television service of Pakistan that is aimed to provide national and international news, reports, talkshows and entertainment to airline passengers.

Airport Broadcasting Network is devised to broadcast twenty four hours a day, seven days a week, all round the clock with expert technical and editorial staff. ABN Network is broadcasting in public waiting area and therefore will not air coverage of commercial air accidents or incidents, unless it contains a national emergency or threat to security.

The DELIGHTS of the DELAYS


Since the security measures are increasing day by day at the airport, this requires more time to be spent by the passengers at the gate and waiting areas. Airport Broadcasting Network here will play a vital role in converting the dissonance of the hectic and cumbersome stay to satisfaction and delight.

Making the passengers stay at the airport delightful, well informed and entertained.


Reducing stress caused by travel

Perceived waiting time is tremendously reduced





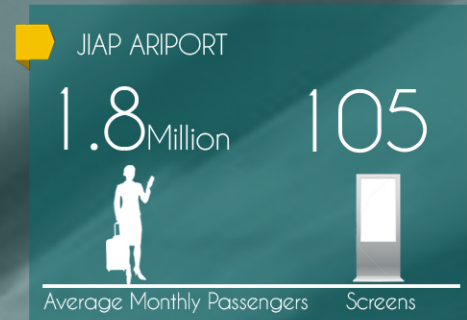
With Us Lies A **GUARANTEED**
Target **AUDIENCE** Of
MILLIONS In Both **NATIONAL** And
INTERNATIONAL Market



We now offer exclusive opportunity for all brands to advertise with us on our Digital Network Platform. No other vicinity can guarantee the definite brand exposure with exceptionally high brand visibility to the highest income demographics available in the country.



EDGE your **Brand** Advertising on Airport Digital Network



One of the most targeted mediums available at the Airport with airport travelers who are business and household **Decision Makers.**

The **Highest Income Demographics** are available at the airport.

The most engaging venue of a country, with **84%** of airport travelers' recall of a particular advertising while waiting at the airport.



ENGAGE AND CREATE AFFINITY FOR YOUR **BRAND**

Leading Edge Technology



Take advantage of our technical expertise, system design experience, buying power and vendor relationships to put together a top-notch airport television network in Karachi airport.

Latest display screens technology- large high definition LED flat panels display screens.

Select either wall mounted or floor stand display screen installation Audio distributed from ceiling mounted speakers located directly above passenger seating areas and away from passenger transaction areas.





ENGAGE AND CREATE AFFINITY FOR YOUR **BRAND**

Leading Edge Technology

Audio distributed from ceiling mounted speakers located directly above passenger seating areas and away from passenger transaction areas.

Program audio level automatically tracks the ambient noise level in each viewing area to deliver intelligible, non-intrusive audio

Audio system interfaces with airport and airline paging systems to enable passengers to hear pages and boarding announcements

Viewing area equipment placed with consideration for those who might prefer a quiet seating zone within the gate hold room area

Complete turnkey equipment and installation package offered to airports.

Technical support available from us 24/7



Advertising

with us....

We can do wonders with the brands, we can create a fanfare around brands, the choice is in your hands, you can juggle up with the most suited type of advertising you like and we can make it happen for you by integrating them with select network programming, Ad placement during the segments, and/or full screen placement of your ad on 30 or 60 second advertisements.

The entire infomercial or documentary can be run during the regular broadcast schedule, not within scheduled advertising blocks, ensuring premium visibility and attention for brands.

Infomercial and Documentary

30 or 60 Second Commercial Insertion

Advertisement Display During Segment

Sponsored Campaigns of 15 minutes



Branding Options

Squeezeback “L” Unit

“L” Shaped ad unit
that appears every
30 or 60 Sec during feature



Animated Banner

Advertiser's product &
tagline on banner ad
animates on and off
screen every 30 or 60 Sec
during feature



Branding Options

Infomercial & Documentary

Promote your product
in an informative
style duration 15 minutes



Sponsored Campaigns

Promote your
Sponsored Campaigns
of any event
duration 15 minutes



Branding Options

Commercial Insertion

Commercial Insertion
in any programe
duration 30 or 60 Sec



Movie Trailers

Promote your
Latest Movies
and Upcoming releases
duration 30 or 60 Sec





CAMPAIGN BROADCAST

OPTION I

Slots Duration: 30 sec
Slots Repetition: 60 times
an hour
18 hours a day
365 days

OPTION II

Slots Duration: 60 sec
Slots Repetition: 60 times
an hour
18 hours a day
365 days

OPTION III

Slots Duration: 15 min
Slots Repetition: 1 time
every 3 hours
18 hours a day
365 days

FORMAT

REQUIREMENT

With us it is easy to run a successful campaign off the ground level and in front of thousands of exclusive audience a day, as we have a multiple-format publishing capabilities for both graphics and videos.

Static Graphic or Video Formats

Full Screen Placements - 60x p/hour, 18 hours p/day

Ad Placements - 60x p/hr, 18 hours p/day





INFINITIZE YOUR BENEFITS



SCALE

The most engaging venue of a country, with 84% of airport travelers' recall of a particular advertising while waiting at the airport.

GET NOTICED. STAY IN HEARTS

Making the passengers stay at the airport delightful, well informed and entertained.

Reducing stress caused by travel

Perceived waiting time is tremendously reduced

100 % PURE REACH

No distraction

No channel Flipping

Ample time to watch and think about your brand.



UNCOMPARABLE

PRICE AND **UNBEATABLE**

REACH

RUN A **UNIQUE,**

AFFORDABLE

AND UNCOMPARABLE AD

CAMPAIGN SOLUTIONS

TO REACH **100 %** OF YOUR

TARGET AUDIENCE

100 % viewership to

100 % pure **target market** that no other

channel can ever **guarantee**