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CASE STUDY

PROVIDING REUTERS CONTENT FOR SITA ONAIR

Client: **SITA OnAir**

Partner: **Reuters**

Destination: **International**

Date: **2014**

Service: **Content provider**



Flying implies a distinctive media experiences. Passengers on board are craving out for entertainment, but aviation limits how it can be delivered. Airlines with Internet access and in-flight wireless need particular content to provide like, news, sport, practical tips, travel guides and multimedia enhancements.



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Airlines need providers that have proven technical know-how in size adjustment (automatic adaptation of images, frequency of delivery), metadata and XML formatting. The content also needs to be available in several languages. Specialized «in ground and inflight connectivity, cockpit data services and air traffic management solutions, aircraft communications and infrastructure solutions, as well as application development for both passengers and crew». **SITA OnAir «sets the benchmark for inflight connectivity solutions, enabling passengers to remain connected throughout their journey».**

From 2014 **AllTheContent** provides **Reuters** and its own contents to **SITA OnAir**, the leader company providing content to the air transport world, a great choice of content in various languages, according to a flexible business model.

AllTheContent provides contents that are distributed to various company: **Philippines Airlines, All Nippon Airlines (ANA), Cebu Pacific Air, Amjet, Alkan Air, Etihad Airways, JetFlite, Kuwait Airlines, Oman Air, Qatar Airways, Syktrooper.**

With company localization and coverage area, AllTheContent is present on all continents:

- **Asia (Japan, Kuwait, Philippines),**
- **Middle East (Qatar, Oman Sultanate, Saudi Arabia)**
- **North America (Yukon, Canada)**
- **Europe**

SITA



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Since 2001, **AllTheContent** has supplied the contents that media and companies need to attract and retain their audiences, across all topics, platforms and languages, initially under the umbrella of the ATC Future Medias group and then, since 2011, as an independent company.

AllTheContent is a press agency with an outsourced talent pool of 1950+ professionals (journalists, translators, producers) and distributor of selected third-party content, including Reuters. It combines the best of the media with new technologies to provide unique added value to web sites, newspaper publishers, radio/TV broadcasters, telecom companies, IPV/OTT platforms, airline companies and video wall services.

We also offer the opportunity for companies to use the services of **AllTheContent's**, subsidiary Contenu & Cie, which specialises in branded content and community management. We have the solutions that your media need.

Contact us to discuss your requirements.