



From: World Airline Entertainment Association
Contact: Ron Gumucio
+1.212.297.2113
rgumucio@kellencompany.com

WAEA TO HOST 16th ANNUAL TV MARKET & CONFERENCE IN FRANKFURT, 10 – 12 MAY, 2010

The World Airline Entertainment Association (WAEA) will host its annual TV Market & Conference from 10 – 12 May 2010 at the InterContinental Hotel, Frankfurt, Germany.

Now in its 16th year, the WAEA TV Market & Conference remains the only global industry event focused specifically on bringing together In-flight Entertainment (IFE) TV content buyers and leading providers of short-subject and TV movie programming.

Throughout the two day market, representatives from content distributors and airlines around the world meet in private, one-on-one, pre-scheduled appointments to discuss and sample the latest TV and short-subject offerings. As IFE suppliers recognize TV Market to be the most direct and efficient vehicle to showcase their upcoming releases, many airlines rely upon the conference to guide their annual TV product planning. Each airline will meet some 35 leading international and independent TV content providers at the market, providing airlines with the chance to see the latest and greatest TV from around the world.

The year's first Single Focus Workshop/Conference will be held 12 May following the market at the same location and concentrate on the key issues facing airlines today related to content programming and passenger satisfaction.

“With IFE now central to the passenger experience, the value of TV Market and conference continues to grow in importance for both airlines and distributors,” said Patrick Brannelly, WAEA president. “The WAEA is pleased to facilitate a not-for-profit event that, at the heart of it, helps make flying more enjoyable.”

Due to the event's pre-set appointment structure, attendance is strictly limited, and airlines are encouraged to book early. Plenary, educational and networking events are also planned. Exhibit space for this event is already sold out. For registration information, please contact Steven Mindel at steven@mindelpartners.co.uk.

WHAT: 16th Annual WAEA TV Market and Conference

WHEN: TV Market: Monday, 10 May and Tuesday, 11 May, 2010
Single Focus Workshop & Conference: Wednesday, 12 May, 2010

WHERE: InterContinental Hotel
Frankfurt, Germany

CONTACT: Steven Mindel
Phone: +44.208.748.9104
Email: steven@mindelpartners.co.uk

ABOUT WAEA:

WAEA members make great flights happen. From designing, building and installing multi-million dollar network TV and data systems on commercial aircraft to the delivery of the inflight movies, TV and games; from the inflight magazines you read to the moving map display showing the flight's progress, WAEA is committed to providing the best possible inflight entertainment and communications experience for passengers around the world.