

An Abu Dhabi Week production in co-operation with Etihad

Abu Dhabi life in view!

MEDIAKIT 2011

A unique way to reach more than eight million visitors to Abu Dhabi



ADW TV – the on-board TV programme that shows visitors and residents what to see and do in the Capital

A Turret Vision production in co-operation with Etihad Airways, delivered by the two organisations that know Abu Dhabi best!

Abu Dhabi Week TV (ADW TV) is the official lifestyle, tourism, and entertainment programme on Etihad aircraft.

ADW TV is an upbeat and informative monthly magazine, produced by the UAE's most professional video production team and featuring only the most relevant content.

ADW TV is the unrivalled choice for delivering your promotional message to passengers on Etihad Airways flights – a premium audience of people who are visiting the UAE's capital, who already live or work in Abu Dhabi, or who are part of the increasingly important group who transit through Abu Dhabi

International Airport en route to further destinations.

Promotion

The programme is available on demand within Etihad's In Flight Entertainment (IFE) system.

We have produced a Welcome Video that plays to the whole cabin as a matter of course. This explains Abu Dhabi Week TV and tells passengers how to find it.

The programme is also identified (with a clickable quick-access link) on the 'Today's Features' screen; fully 70% of passengers will view this page.

This presence is supported by promotion for the programme within Etihad's in-flight

magazines and the IFE guide.

The programme is also available for viewing in video format on www.abudhabiweek.ae, and it is promoted each week in the print edition of Abu Dhabi Week, the best read magazine and highest circulating weekly publication in the UAE.

Distribution

ADW TV has unmatched distribution. Etihad Airways is the world's fastest-growing airline; the programme is aired on all Etihad flights with an IFE system on board.

Etihad carries over 8.5 million passengers annually to more than 60 destinations.

Commercial Opportunities

Each monthly episode is made up of 24 minutes of independent editorial, supported by six minutes of TV commercial spots.

We are inviting a small and select number of local companies, brands, and government entities to participate as commercial sponsors; only those with a message that is relevant to Abu Dhabi will be considered.

For conventional commercials, we operate a less strict selection policy. These 30-second ads are presented through the show in three two-minute slots (for a maximum of four clients per ad break). These spots highlight commercial opportunities for a relevant and interested captive audience.

30 Seconds of airtime costs USD 10,000. This is for one month of unlimited insertions on 100% of the personal In Flight Entertainment (IFE) systems on all Etihad aircraft.

Additional services available include:

- **Initial consultation** to agree on the best promotional outcome for your business
- **Script writing** with full client approval
- **Filming:** full production services and creative direction, including a full crew
- **Editing, post production, and finishing** including delivery of client copies

Clients are free to use any TV commercials created by us for ADW TV in campaigns on other networks or distribution platforms at no additional cost.

Please contact us for bespoke packages and prices

Etihad Airways guest demographics	
Nationalities	%
United Kingdom	9
India	5
Pakistan	4
UAE	18
Germany	4
Philippines	1
United states	3
Egypt	1
Australia	7
Saudi Arabia	10
Rest of the world	38

Preferred Interests	%
Leisure & Shopping	44
Sport	21
Holidays	18
Business & Technology	17

Gender	%
Male	60
Female	40

Language	%
English	63
Arabic	37

Age	%
0-10	6
11-20	10
21-20	14
31-40	22
41-50	20
50+	22
Average age	45.5



Class choice by passengers of Etihad Airways

Diamond (First)	2.2%	Pearl (Business)	21.20%	Coral (Economy)	78.3%
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Etihad Airways routes	Destinations	Flights	Passengers per year
Middle East	12	13,866	2,504,749
North America	3	1,076	279,075
Europe	11	7,236	1,785,995
Subcontinent	12	6,180	1,458,214
Asia	10	4,403	1,786,980
Australia	3	1,208	396,663
Africa	4	2,773	635,532

About Abu Dhabi

Abu Dhabi Emirate is home to the UAE's capital city and it has the lion share of both the nation's landmass and its hydrocarbon wealth – and that has made Abu Dhabi one of the wealthiest cities in the world.

Abu Dhabi is growing fast, using

its petroleum receipts to diversify the economy with large-scale infrastructure projects; also included in the development is an emphasis on quality entertainment and premium tourism, a policy that has seen Abu Dhabi emerge as a centre for major sporting events, significant concert and

artistic programmes, B2B and consumer exhibitions, and big-name entertainment. To support that the city is in the middle of a hospitality boom that has brought some of the world's best restaurants and hotel brands to the country.

Abu Dhabi International Airport is the home base of Etihad Airways. ■

Production schedule

Episode	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012
Booking deadline	19 May	16 Jun	14 Jul	18 Aug	15 Sep	20 Oct	17 Nov	15 Dec	15 Jan	15 Feb	15 Mar	15 Apr
Finished Episode	15 Jun	15 Jul	15 Aug	15 Sep	15 Oct	15 Nov	15 Dec	15 Jan	15 Feb	15 Mar	15 Apr	15 May
On aircraft	1 Jul	1 Aug	1 Sep	1 Oct	1 Nov	1 Dec	1 Jan	1 Feb	1 Mar	1 Apr	1 May	1 Jun

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Abu Dhabi Week TV is produced in co-operation with Etihad Airways by Turret Vision, a division of Turret Media – a leading Abu Dhabi media company, publisher of the market-leading Abu Dhabi Week magazine and other titles. These publications are cross-media brands, with online presence and a variety of delivery mechanisms in addition to the core print versions. Turret's exhibitions arm has also organised and managed some of the region's biggest events, including the World Future Energy Summit, ADIHEX and ADIPEC. The expertise that drives Turret Vision is made up of talented industry professionals from around the world, with proven experience across all the disciplines required for the creation of successful events and publications, supported by a select range of professional service providers.