



**2017 European Business Aviation Conference & Expo (EBACE)  
An Intercept Study (Summary Results)**

**EBACE Daily Editions  
June 2017**

**Methodology:**

During the 2017 European Business Aviation Conference & Exposition, an “intercept” study was conducted by KTNM Concepts based in Geneva, Switzerland. Results were tabulated by Beta Research Corp., Syosset, NY. A total of 226 EBACE attendees were interviewed by KTNM Concepts employees throughout the show site about their readership of the various “show daily” products. The interviewers concentrated their efforts on the non-industry, or “target” attendees: chief pilots and other decision makers who were attending the EBACE as buyers and operators.

AIN’s *EBACE Convention News* tabloid is most widely preferred publication by pilot and executive attendees at this important annual business aviation event as shown by the results below:

<b>Preferences:</b>	<b>2017</b>
<b>Overall Most Valuable:</b>	
AIN’s <i>EBACE Convention News</i>	74%
<i>B&amp;CA Show News</i>	19%
<i>Flight Evening News</i>	17%
<b>If there was only one publication covering EBACE, which one would you prefer?</b>	
AIN’s <i>EBACE Convention News</i>	75%
<i>Flight Evening News</i>	14%
<i>B&amp;CA Show News</i>	11%
<b>Most newsworthy &amp; informative – covers more of what I want to read about at EBACE:</b>	
AIN’s <i>EBACE Convention News</i>	77%
<i>B&amp;CA Show News</i>	21%
<i>Flight Evening News</i>	16%
<b>Most timely news</b>	
AIN’s <i>EBACE Convention News</i>	65%
<i>Flight Evening News</i>	25%
<i>B&amp;CA Show NEWS</i>	22%

**Preferences (continued):**

**2017**

**Most detailed – Covers show stories in greatest depth:**

<i>AIN's EBACE Convention News</i>	74%
<i>B&amp;CA Show News</i>	22%
<i>Flight Evening News</i>	15%

**If you were to pass along only one publication to those not attending, which would you choose?**

<i>AIN's EBACE Convention News</i>	73%
<i>B&amp;CA Show NEWS</i>	14%
<i>Flight Evening News</i>	12%

**Which publication or publications will you save for future reference?**

<i>AIN's EBACE Convention News</i>	79%
<i>B&amp;CA Show NEWS</i>	39%
<i>Flight Evening News</i>	34%

**Conclusion:**

This independent readership has shown that AIN's *EBACE Convention News* tabloid is preferred over all other media at the expo – including *B&CA Show News* and *Flight Evening News*. It is the most valuable, the single most preferred publication, the most newsworthy, informative and timely. It is also the publication readers will pass along to other non-attendees and save it for future reference.