

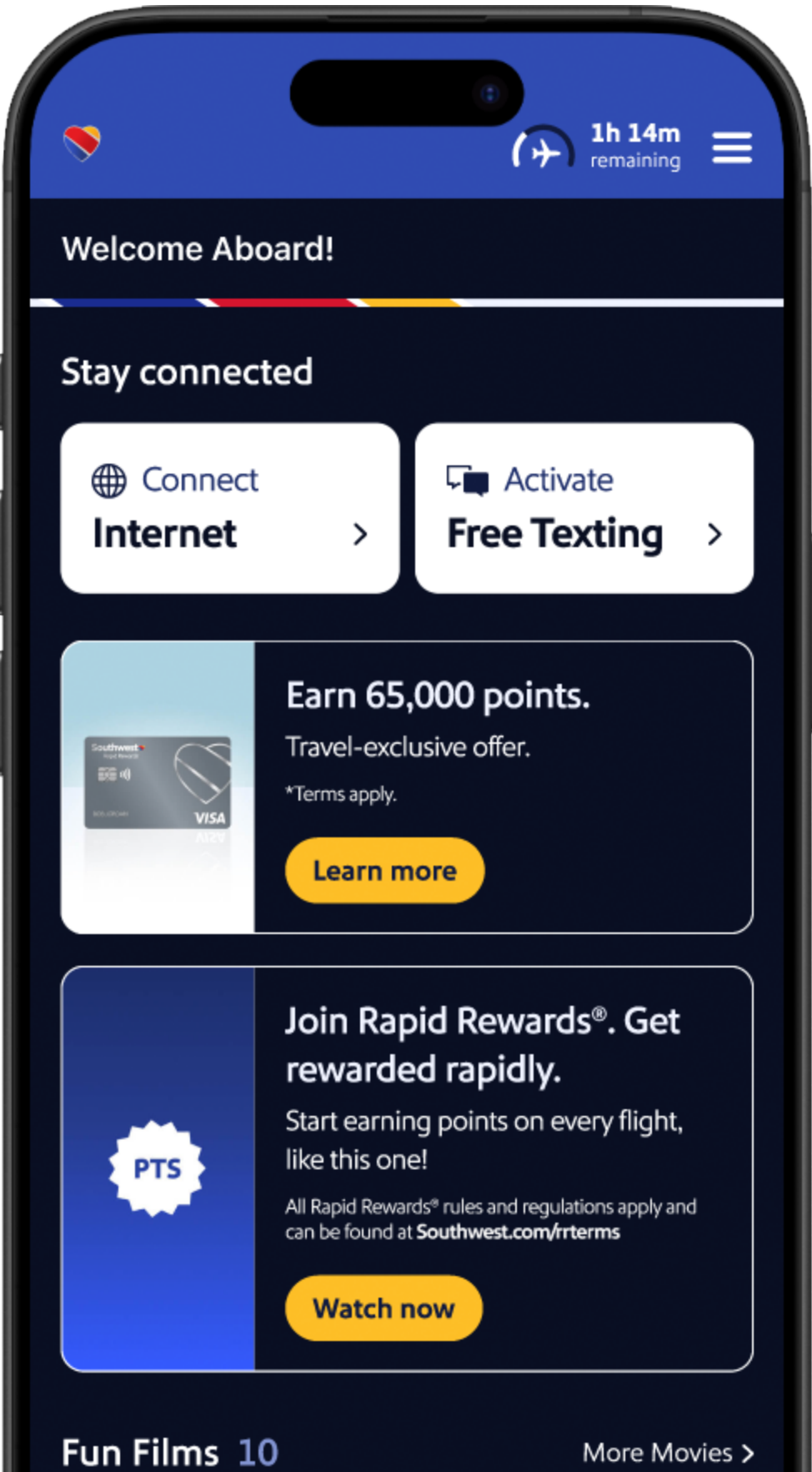
# Introducing a Refreshed Inflight Entertainment Portal

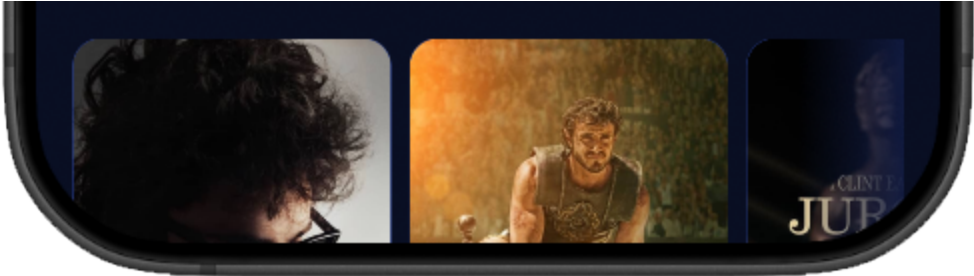
The Southwest Inflight Entertainment Portal offers our Customers entertainment offerings, including free Live TV, Movies, and On Demand TV Series, as well as free texting with iMessage and WhatsApp. We also offer Inflight WiFi, available for \$8.

The Inflight Entertainment Portal receives more than 12 million visits each month, and Customers engage in a variety of entertainment offerings to pass the time. The Digital and Inflight Experience Teams aim to provide the best Customer Experience for travelers when engaged in the portal. Beginning this month, we'll begin rolling out a refreshed portal homepage to the Southwest fleet to deliver a more intuitive, engaging, and Brand-aligned experience for our Customers. The new portal was designed to make it easy to turn on upcoming enhancements. This lays the foundation for us to eventually optimize our marketing, enabling us with the ability to show relevant offers and messaging to Customers while inflight, personalize experiences based on tier or cardmember status, and celebrate key milestones like birthdays within the portal—all opportunities we'd like to pursue in the future. The rollout will be a phased approach and should be on all aircraft by the end of the month.

## New Portal Design

This redesigned look has a more modern feel, with modules added to the homepage design. This allows us to be more agile in creating the best user experience and react to shifting needs without rebuilding the entire portal. With this new design, we can more easily implement different variations to improve the Customer experience onboard.







1h 14m remaining

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DAL to MDW

1:35PM # WN 768

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A decorative graphic is positioned at the top of the page, below the Southwest logo. It features a horizontal bar with a blue background, a red segment, and a yellow segment. Below this bar is a dark grey, rounded rectangular shape that resembles a stylized airplane fuselage or a modern architectural element.

As you likely know, [we offer themed and curated movie playlists](#). With this new design, we can also move placements around monthly to react to shifting seasonal entertainment options.

To make it easier for Customers to play content, we've added entertainment modules to the homepage. Customers can play a movie or TV show from the homepage rather than navigating to a second or third page to find something to watch. The existing movies and TV series pages will remain available on the portal. Customers can navigate to our full offerings through the homepage module or the drop-down menu.

This launch supports our goal to elevate the Customer journey, differentiate our Brand, and create new opportunities for cross-promotional content and ancillary revenue. We're excited to roll out this new look for the portal and hope you enjoy it on your next flight!