

## Amadeus TV

Sales & e-Commerce

A photograph of two women sitting on a grey couch, laughing heartily. The woman on the left is wearing a colorful floral top and green pants, while the woman on the right is wearing a white halter top and brown pants. They are holding a large white sign in front of them. The sign has the text 'What if we do things differently?' written on it in blue. The background is a plain, light-colored wall. The floor is covered with a patterned carpet. The bottom of the image shows the top edge of a television set.

**What if we do  
things differently?**



## Unrivalled visibility in the German market place

It's revolutionary, it's unique, and, naturally, it's Amadeus. Soon to be extended beyond the German market, Amadeus TV is the exciting new marketing and sales solution offering you the chance to talk directly to your German sales staff: the travel agents, as well as to your potential customers: the travellers.

Whether B2B, B2C or both, Amadeus TV begins where other media reach their limits. This is audio-visual marketing at its best - a web TV channel broadcasting directly to workstations via Amadeus Selling Platform (Vista) or via the internet, 24 hours a day.

Your message comes wrapped into smart content in an even smarter format: sales tips and customer communication techniques are presented by specialists in an online video.

### The Amadeus TV solution consists of these products:

#### Amadeus Travel Agent TV

> online TV for travel agents using the Amadeus Selling Platform.

The formats offered are:

- > ready to sell
- > agent bulletin

#### Amadeus Traveller TV

> online TV for travellers using online travel services

Amadeus TV is beamed directly to workstations via Amadeus Selling Platform (Vista), 24 hours a day.



## Talk directly to the Travel Agent

### Amadeus Travel Agent TV *ready to sell*

Put your product information and special offers for the German market into a format that gives you tremendous visibility: perfectly targeted online TV.

With ready to sell you reach over 44,000 Amadeus Terminals throughout Germany. Travel agents are your sales force, and travel agents have many reasons to watch Amadeus Travel Agent TV.

Travel professionals regularly create tips and tricks for travel agents and promote your product highlights, then put it all together as a show in the Travel TV studio and have it presented by young show hosts in the format of informal chats which are easy to listen to and easy to absorb.

#### *agent bulletin*

This is the very latest addition to Amadeus Travel Agent TV. agent bulletin is an alternative programme in which we talk about the latest industry trends, products, services or people.

Savvy travel agents look to agent bulletin for up-to-date information; and messages about your products or services are being marketed using the most pertinent sales points.

The right information, packaged attractively, gets quickly to the ideal target group and stands out from the rest.

### Your products and services are news

Amadeus Travel Agent TV is a sales magazine for travel agents and offers both providers and travel agents a sales channel that currently is still only one of a kind.

You have the opportunity to make your products stand out and it helps travel agents find travel products and services faster and market them more efficiently.

With Amadeus Travel Agent TV, your offers are news, and the presenter introduces each individual travel product skilfully and with the kind of sales text the travel agents can follow easily and use word-for-word in their conversations with the customers.

#### How does it work?

The presenter highlights each individual product, mentions special offers, expands sales arguments and talks about the right target groups, not only communicating your messages to the travel agent verbally, but supported by eye-catching video clips and/or photographs.

In sync with the presenter, the key facts appear as text on the right-hand side of the screen: sales points, price and even the booking code, all speeding up the sales process tremendously.

In other words, the combination of sound, image, text and interactive features in the same communication tool makes your offer particularly attractive and, what's more, memorable. Even better: you can promote a bookable offer or just advertise a destination.

### Do things differently

You send us your product or service information, your sales arguments, possible incentives, indication of the target group and USP, your logo, video clips or photos - in short, all the relevant information you would like travel agents to have at their finger tips and all the visual support you have available to make your offer as attractive as possible.

We pass your sales message on in the most direct and appealing way to the over 44,000 Amadeus terminals used by German travel agents 'from colleague to colleague'. Amadeus Travel Agent TV, only one click away from the booking screen, is integrated seamlessly with Amadeus Selling Platform (Vista).

The travel magazine can also be accessed via the internet.

### Benefits at a glance:

- > Your product and service information straight to the travel professional
- > Your message at the point of sale via Amadeus Selling Platform (Vista), just one click away from the booking screen
- > Amadeus Travel Agent TV shows are available seven days a week - 24 hours a day
- > Commercial spots from previous shows remain available on request, at an additional cost
- > Fast, cost-effective, simultaneous communication to a large number of users
- > New and imaginative audio-visual medium that attracts users
- > Actively controlled scheduling
- > Offers presented by show hosts in a video window
- > To the right of the video window, key information is repeated in text form
- > Travel agents can print out the offer and have all the facts at their finger tips during their conversation with the customer
- > Travel agents can print a 'Traveller Handout' and give it to the customer
- > At end of the broadcast period, the show will be yours in the shape of a CD-ROM as well as printouts

## Talk directly to the German Traveller

### Amadeus Traveller TV

With Amadeus Traveller TV for online travel services your B2C messages go directly to the end user, the traveller. The first online travel service broadcasting Amadeus Traveller TV with great success is Opodo. On the Opodo platform, Amadeus Traveller TV is naturally called Opodo TV.

See how good it looks and how well it works at <http://www.opodo-reiseangebote.de/opodo-tv>.



Production info at a glance	
What's the lead time for an Amadeus TV spot?	Production: three weeks from the moment you book the broadcast to end of production. Distribution: depends on slot availability
Can we make use of Amadeus TV to place special offers at short notice.	Yes, on request.
Will we know who shows in the same programme (for example our direct competitors)?	Clearly, our clients' data have to remain confidential. However, we create the optimal product selection in the broadcasts because our ultimate goal is to promote sales.
Can we decide the placing of our spot?	Wherever possible we try to accommodate your preferences, but we have to reserve the right to make final decisions, mainly taking into account the date when each spot was booked.
What do we need to deliver to you?	Minimum requirements are: a product description, USP, the target group, your logo and still images. Moving images and music are optional. On request we send you a list of suitable formats.
What happens if we have no moving images (film footage)?	We can still produce the spot film with the minimum requirements.
Are themed broadcasts available?	Yes, for example sports or wellness holidays, world cup or Christmas specials etc.
Does our spot have to have a bookable offer?	It's your choice - you can also advertise your selected image or a destination without a booking option.
What is the maximum length of an Amadeus TV spot?	A <i>ready to sell</i> spot usually last 90 seconds and an <i>agent bulletin</i> spot around 30 seconds. Our experience shows that these lengths of time are the most suitable and allow the information to be presented comfortably.
Are broadcasts possible in other markets, for example other German-speaking markets or Eastern Europe?	Currently, Amadeus TV is only available for the German market. Expansion is in the pipe line.
What about 'hits'?	After the broadcasts we send you details of the total traffic (page views and visits) for Amadeus TV as well as the hits on your particular spot. We are happy to give you further information on request.
If I need more information, who do I contact?	travelintelligence@amadeus.com www.amadeus.com

## Some of our clients:

[Airtours](#)  
[Alitalia](#)  
[British Airways](#)  
[DB Vertrieb GmbH](#)  
[DERAG Hotel and Living](#)  
[DERTOUR GmbH](#)  
[Hertz](#)  
[LTU Touristik / Calimera Hotels](#)  
[Nazar Holiday](#)  
[SATA International](#)  
[Sea Cloud Cruises](#)  
[SN Brussels Airlines](#)  
[Steigenberger Hotels](#)  
[Thomas Cook](#)  
[Ticket Online](#)  
[TUI Germany](#)

## What customers think so far

"SN Brussels Airlines generates over 80% of its turnover in the German market through travel agents. Amadeus Travel Agent TV is an extremely effective way to boost our profile and we can address our target group precisely."

**Daniel Noraman**  
Vice President Central Europe, SN Brussels Airlines

"The '*ready to sell*' show gives agent sales consultants vivid images of our travel products, hotels and destinations. With its innovative format we see the possibility of providing information to the counter clerk that is both tightly focused and effective."

**Gisela Sökeland**  
Managing Director, Thomas Cook Travel

## And what do travel agents think?

"I am very impressed by Amadeus Travel Agent TV..."

"The information is short and concise and easier to remember than reading long texts."

"The mixture of sound, screen and text makes it easy to keep the information in mind without any great effort. My compliments!"

"The presenters are relaxed and likeable."

"I pay much more attention than when I have to read through loads of e-mails. I am sure my ability to remember is better for it."

"The contributions are informative and definitely helpful for sales."



## **Don't miss your slot!**

Fun and emotion, authenticity and motivation, orientation and focus, identification and stimulation – those are just some of the descriptions given by the sales staff when we asked them about Amadeus TV.

Go with the times and control your sales, launch new products or re-focus well tried ones and make special offers to your exact target group - something other media can only dream about.

## **Do something different today. Contact Amadeus on:**

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+ 1 305 406 8724

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