



Boosting Crew Morale Through Content & Connectivity: 5 Recommendations

1st CSN Cyprus Crewing Conference
21 June 2023

Welcome and Introductions

Thank you for joining us today!



Current trends

– why crew morale is so important

The 2021 Seafarer Workforce Report warns of a serious shortage of seafarers by 2026

- Seafarer satisfaction is declining among factors like shore leave and access to welfare services
- The aging/retirement of the workforce in general, including seafarers, has been felt worldwide, adding to the shortage
- Connectivity is a must-have for Gen Z seafarers, born between 1996 and 2015, who will fill these important roles
- If we don't ensure seafarer wellbeing, business operations and success will suffer



How can you use connectivity to boost crew morale in your business?

Five considerations

1. Are you Localizing?
2. Are you Socializing?
3. Are you Legalizing?
4. Are you Connecting?
5. Are you Optimizing?



Are you Localizing?

- Offer relevant content, local news
- Make popular movies from around the globe available to crew
- Keep movies and TV content current to remain fresh and relevant
- Offer content in a variety of languages
- Offer content with subtitles to ensure all crew can enjoy it



The screenshot displays the MOVIElink interface. At the top, the MOVIElink logo is on the left, and a tagline reads: "Diverse selection of the latest releases and classic titles from Hollywood, Bollywood, independent, and international studios. Selected with crew preferences in mind." Below this is a row of movie posters for "BARTLEBY", "SMILE", "MEGAN", "TICKET TO PARADISE", and "VIOLENT NIGHT". A red banner below the posters reads "Select Recent & Upcoming Releases". Underneath, a grid lists movie titles in four columns:

Adopting Audrey	The Enforcer	The Last Son of Isaac Lemay	Pretty Problems
Arranged Marriage	The Fabolmans	The Laureate	Rogue Agent
The Banshees of Inisherin	Facing Nolan	The Lennon Report	See How They Run
Blowback	Fall	Let There Be Drums	Smile
Castle Falls	Find Her	Love Type D	The Subtle Art of Not Giving a F*ck
Catch the Fair One	Gone in the Night	MEGAN	There Are No Saints
Collide	Hounded	Medieval	Ticket to Paradise
Dead for a Dollar	Hudson	Mon	True Things
Emperor	The Immaculate Room	Murder at Yellowstone City	Violent Night



Are you Socializing?

- The Q1 2023 Seafarers Happiness Index states: “People do not interact, engage, or spend time in shared areas because there is not enough to entice or encourage them to do so.”
- Offer content that promotes interaction and engagement
 - Karaoke and music options that will encourage seafarers to gather and socialize
 - Encourage crew movie nights and other social events onboard



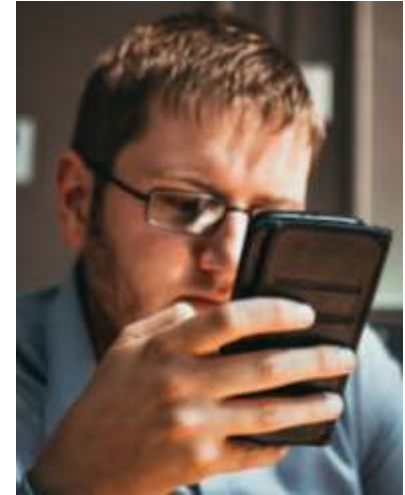
Are you Legalizing?

- Reduce cyber *and* legal risk by using a content service licensed for crew use in compliance with international copyright laws
- Separate your crew and bridge networks for security, and implement vital cybersecurity tools and services
- Offer a variety of content
 - Daily news stories, current and classic movies, popular TV shows, music radio, trending social videos, and sporting events and documentaries
- Ensure that crew can access content on multiple devices
 - TVs, cell phones, laptops, and tablets



Are you Connecting?

- Implement data allocations tools and category controls that meet crew needs
 - For example, a WhatsApp video call uses 300 MB per hour – ensure crew have adequate data allowances
 - Quote from Q1 2023 Seafarers Happiness Index: *“My data limit barely allows my phone to wake up.”*
- Consider offering a hybrid connectivity solution (use Wi-Fi or cellular in port, Starlink where available, VSAT when far offshore) for optimal, affordable crew access



Are you Optimizing?

- Consider a hybrid connection solution to optimize connectivity and costs
- Consider a service like AgilePlans® ONE with no CAPEX, no maintenance costs, and flexible monthly payments
- Choose a content delivery system that does not use your vessel's data
- Make crew wellbeing and connectivity a long-term strategy



Quote from Q3 2022 Seafarers' Happiness Index: "Those that have the access they crave, and who are able to use it as they desire, are so much happier than those that don't."

Five recommendations

1. Address crew's local interests and native languages
2. Ensure your crew content fosters opportunities for onboard social interaction
3. Provide a variety of content types accessible on a variety of devices – and in a secure legal manner
4. Outfit your vessel with the connectivity technology to allow for adequate access to content
5. Minimize your data and hardware costs so that your crew content and connectivity efforts are sustainable while taking cybersecurity needs into account



KVH is ready to meet your needs with regards to crew welfare, content and connectivity

1. KVH TracNet Hybrid Solutions – VSAT, 5G, and Wi-Fi under one dome
2. KVH Link – the ultimate entertainment solution for crew engagement – without using your vessel's data
3. KVH AgilePlans ONE – bring award-winning hardware on your vessel with no CAPEX, subsidized shipping, no maintenance fees



Contact us and let us help grow your business with happy, connected crew!

David Tropp Hag – dhag@kvh.com

KVMH®