THE SKY IS NOT THE LIMIT

.aero a TLD for the Aviation Community
WIPO eCommerce/IP Conference

Geneva, September 19-21, 2001
Agenda

- Aviation Current Shortfalls
- Scope
- What is .aero
- Challenges
- Benefits
- .aero Organization
- Policy
- Major Milestones
Inconsistent Domains

- **Airlines**
  - klm.com
  - delta-air.com
  - lanchile.com
  - fly-pia.com
  - ce-air.com
  - garuda-indonesia.com
  - aircanada.ca
  - aerolineas.com.ar
  - ana.co.jp

- **Airports**
  - flysfo.com
  - mlbair.com
  - phl.org
  - londonairport.on.ca
  - munich-airport.de
  - airport-stuttgart.de
  - gva.ch
  - adp.fr
  - ci.houston.tx.us/has
Scope

- Create a specific Internet domain space for the aviation community and the air transport industry
- Fulfil community and customers requirements
- Enable secure and reliable industry domain space
- Expect a reduced number of domain disputes within the closed community
What is .aero?

- Special purpose and restricted (sTLD)
- Doesn’t compete with “.com” or other TLDs
- Addressed to the entire aviation community (AC)
  - Adopts AC international industry standards
  - Adds value to the use of Internet by the community
  - Improves the efficiency and security of air transport
  - Enhances customer service
Industry Benefits

- **Brand protection**
  - Structured domain name space
- **Reliable service controlled by, and for the AC**
  - Screening process (prevents cyber-squatting)
  - Community supervision
- **Effective name structure enabled**
  - Easy customer identification
  - Innovative and collaborative B2B/B2C services
  - Interline communications
- **Improves reliability, safety and security (B2B)**
Integrating the AC
.aero Organization

Sponsoring Organization
SITA SC

Expert Advisory Group

Dot Aero Council (DAC)
IATA, ACI, ICAO, SITA, Aerospace, etc.

Registry Operator
SITA INC BV

Registrar 1
Screening

Registrar 2
Screening

Registrar 3
Screening

Other Registrars
Screening

Aviation Community
(Registrants)
DAC Members

- IATA (International Air Transport Association)
- ICAO (International Civil Aviation Organization)
- ACI (Airports Council International)
- SITA (Société Internationale de Télécommunications Aéronautique)
- Aerospace - AECMA (European Association of Aerospace Industries) and other regional organizations
Sponsor and DAC

- Ensures benefits to the entire aviation community and its customers
- Ensures stability and registry process in cyberspace are maintained
- Ensures registry services meet the expectations of its users
.aero Policy

- Domain Management Policy is defined, in co-ordination with the DAC
  - Conventions
  - Validation process (authentication and restrictions)
  - Related policies

- Adopts ICANN baseline policies in the context that will not interfere with AC competence
  - ICANN Accreditation Registrar Criteria
  - UDRP (Aug’99)
  - Start up, entry point and arbitration panels (WIPO)
Charter

- Specifies distinct and narrow scope
  - avoid becoming a gTLD

- Ensures
  - It remains within TLD boundaries
  - It avoids overlap with other TLDs for which they have the policy-formulation responsibility

- Make provisions for future expansion in common agreement with ICANN
Who can register domains?

- Airlines
- Airport authorities
- Civil aviation authorities
- Aerospace industry
- Air Freight logistic
- Associations
- Government agencies
- Ground handling operators
- Global distribution Sys
- Computer reservation Sys
- Tour Operators
- Education and providers
- Aero clubs
- Aircraft operators
- Suppliers
- Service providers
- Consultants and media
Naming Convention

- Distinctive and appropriate convention is set according to specific industry sectors
- Procedures that recognises aviation industry conventions and designators (airlines, airports)
- Priority is given to trademark holders, community standards and aviation industry designators
- Community directories are a must
Name Convention

<table>
<thead>
<tr>
<th>Trademarks</th>
<th>Second Level Domain</th>
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</thead>
<tbody>
<tr>
<td>SLD</td>
<td>TLD</td>
</tr>
<tr>
<td>• 2-character airline identifiers</td>
<td>• aero</td>
</tr>
<tr>
<td>• 3-character location designators</td>
<td></td>
</tr>
<tr>
<td>• Trademarks</td>
<td></td>
</tr>
<tr>
<td>• Corporate trade names</td>
<td></td>
</tr>
</tbody>
</table>

FUTURE USE

<table>
<thead>
<tr>
<th>4LD</th>
<th>3LD</th>
<th>SLD</th>
<th>TLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functions</td>
<td>Registrant Names</td>
<td>sub-domains</td>
<td>aero</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• airline</td>
<td>aerospace</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• airport</td>
<td>airfreight</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• civil aviation</td>
<td>supplier</td>
</tr>
</tbody>
</table>
Some .aero Examples

- **Airlines**
  - ba.aero / af.aero
  - swissair.aero/aircanada.aero
  - canadian.airline.aero
  - continental.airline.aero
  - ba.res.aero

- **Airports**
  - jfk-airport.aero
  - lhr-airport.aero
  - cdg-airport.aero
  - adp.aero

- **Aerospace**
  - airbus.aero
  - boeing.aero

- **Organizations**
  - aci.aero / icao.aero
  - aecma.aero

- **Civil Aviation**
  - us.dgca.aero
  - jp.dgca.aero

- **Air freight**
  - dhl.aero
Accredits industry associations
  - Associations that enforces rigorous membership criteria

Validation criteria is according to specific industry sectors

Applicants must provide evidence and membership identity to accredit associations

Refuse and/or remove registrations at any time if validation criteria is violated
Restrictions

- Non-members of the aviation community stated in the charter

- Non-members of accredited associations need a more severe validation process
Start-up plan

- Phase 0 (day 1)
  - Reservation of domain names and IATA 2 character airlines designators
- Phase 1 - trademarks and aviation codes (4 months)
  - Aviation industry designators
  - Airlines and airports
  - Civil Aviation authorities (DGCA)
  - Aerospace
  - Eligible members of the community
- Phase 3 - Normal operation
Major Milestones

- **4Q 2001**
  - Conclusion of Agreement Sponsorship
  - Implementation of the advisory body (DAC)
  - Conclude Domain Management Policy

- **1Q 2002**
  - Ramp up period
  - Registration services launch
thank you

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