SITA

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

SITA
THE SKY IS NOT THE LIMIT

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
- Promotes B2C, B2B and B2E
  - Improves the efficiency and security of air transport
  - Enhances customer service
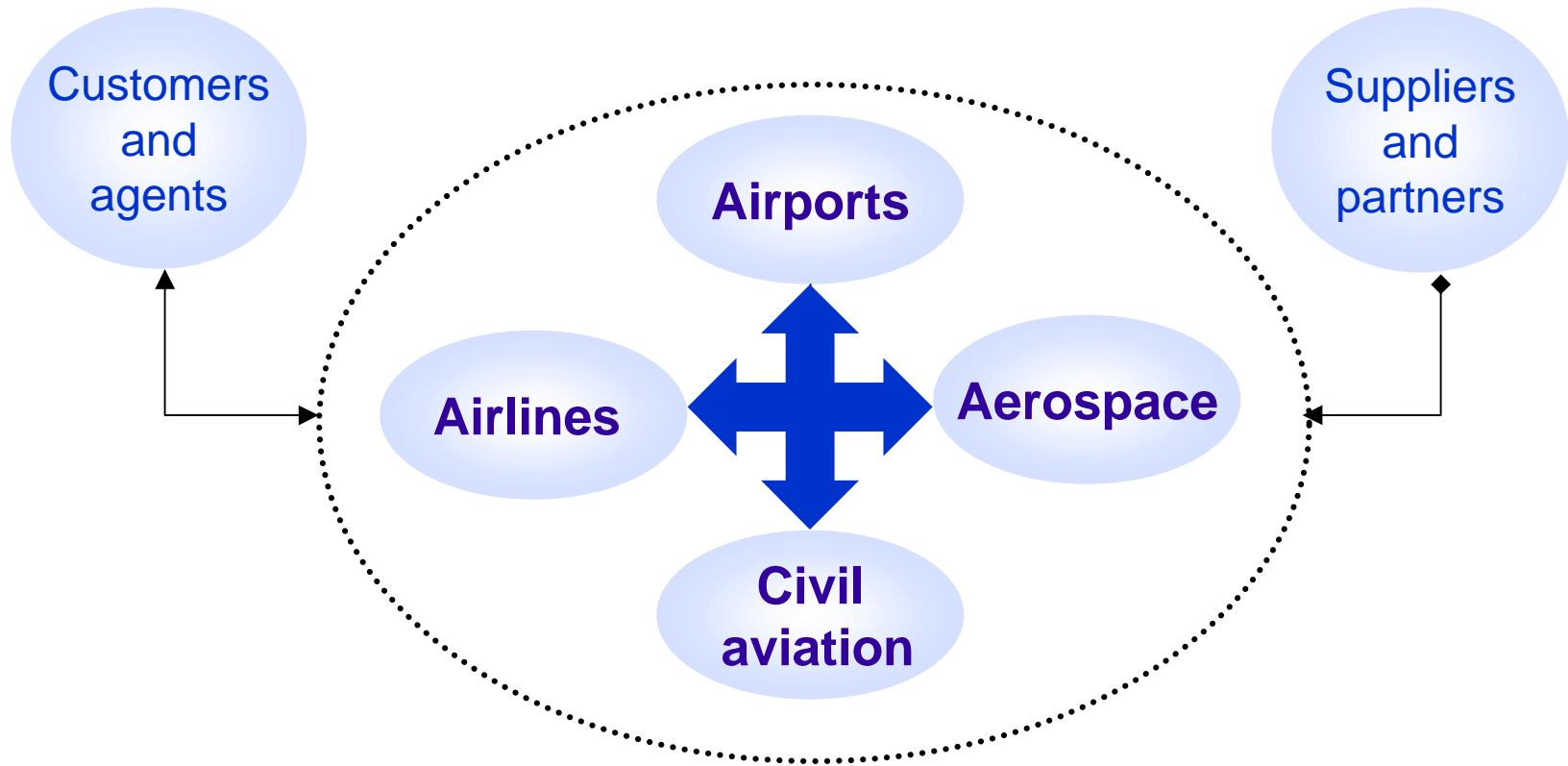
Industry Benefits

- 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
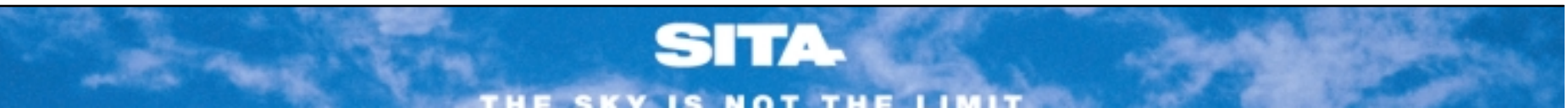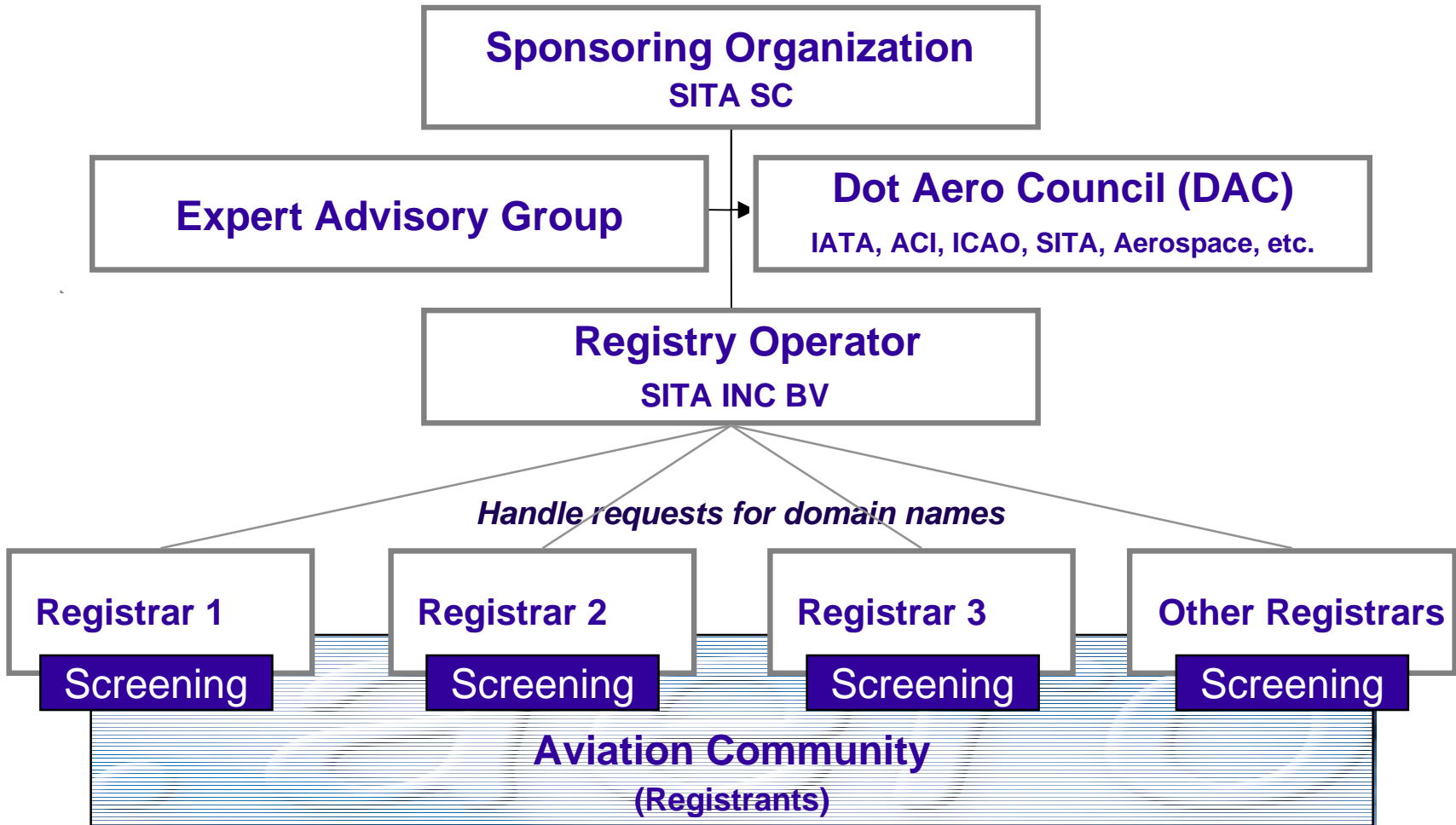- Improves reliability, safety and security (B2B)

Integrating the AC

Customers and agents

Suppliers and partners

Airports

Airlines

Aerospace

Civil aviation

.aero Organization


```
        ┌─────────────────────────────┐
        │   Sponsoring Organization   │
        │          SITA SC            │
        └─────────────────────────────┘
                      │
┌──────────────────────┐    ┌─────────────────────────────────┐
│ Expert Advisory Group│──▶ │     Dot Aero Council (DAC)       │
└──────────────────────┘    │ IATA, ACI, ICAO, SITA, Aerospace, etc. │
                            └─────────────────────────────────┘
                      │
        ┌─────────────────────────────┐
        │      Registry Operator      │
        │         SITA INC BV         │
        └─────────────────────────────┘
```

Handle requests for domain names

Registrar 1	Registrar 2	Registrar 3	Other Registrars
Screening	Screening	Screening	Screening

Aviation Community

(Registrants)

SITA

THE SKY IS NOT THE LIMIT

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)

SITA
THE SKY IS NOT THE LIMIT

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

SITA

THE SKY IS NOT THE LIMIT
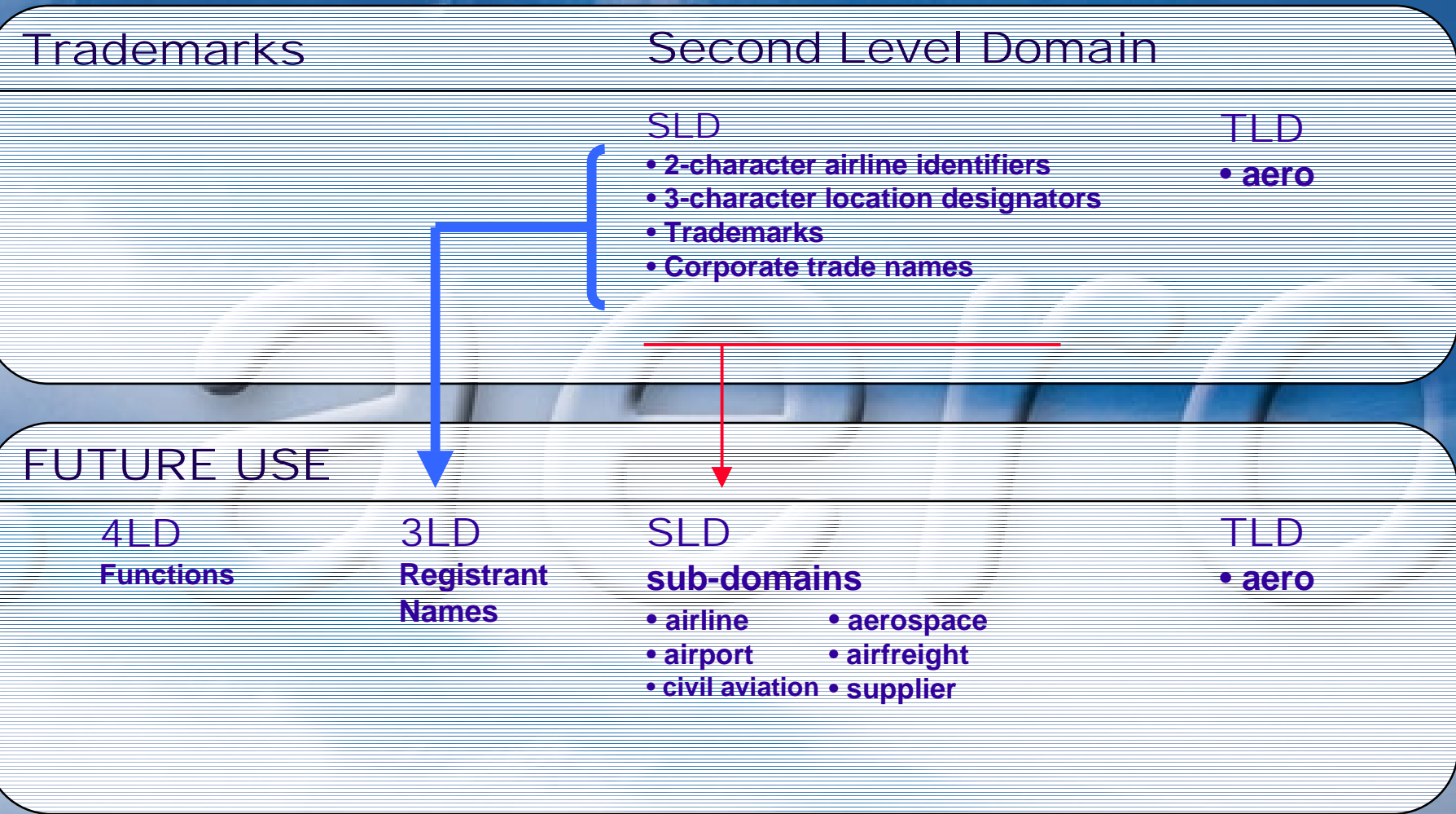
Naming Convention

- 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

Trademarks

Second Level Domain

SLD
- 2-character airline identifiers
- 3-character location designators
- Trademarks
- Corporate trade names

TLD
- aero

FUTURE USE

4LD	3LD	SLD	TLD
Functions	**Registrant Names**	**sub-domains**	• aero
		• airline • aerospace	
		• airport • airfreight	
		• civil aviation • supplier	

SITA

THE SKY IS NOT THE LIMIT

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

Registration Validation

- 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

SITA.
THE SKY IS NOT THE LIMIT

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
- **Phase1 – 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

rosa.delgado@sita.int