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.aero a TLD
for the Aviation Community

RIPE-41 Meeting

Amsterdam 14-18 January 2002

Agenda

- Industry Inconsistent of Domains
- Scope
- What is .aero?
- .aero Benefits and Challenges
- .aero Organization
- .aero 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

.aero Scope

- Specific Internet domain space for the entire aviation community
- Fulfil community and customers requirements
- Secure and reliable industry domain space
- Expect a reduced number of domain disputes within the closed community

What is .aero?

- Special purpose and restricted TLD

- Doesn't compete with ".com" or other TLDs

- Addressed to the entire aviation community(AC)

  – Adopts 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
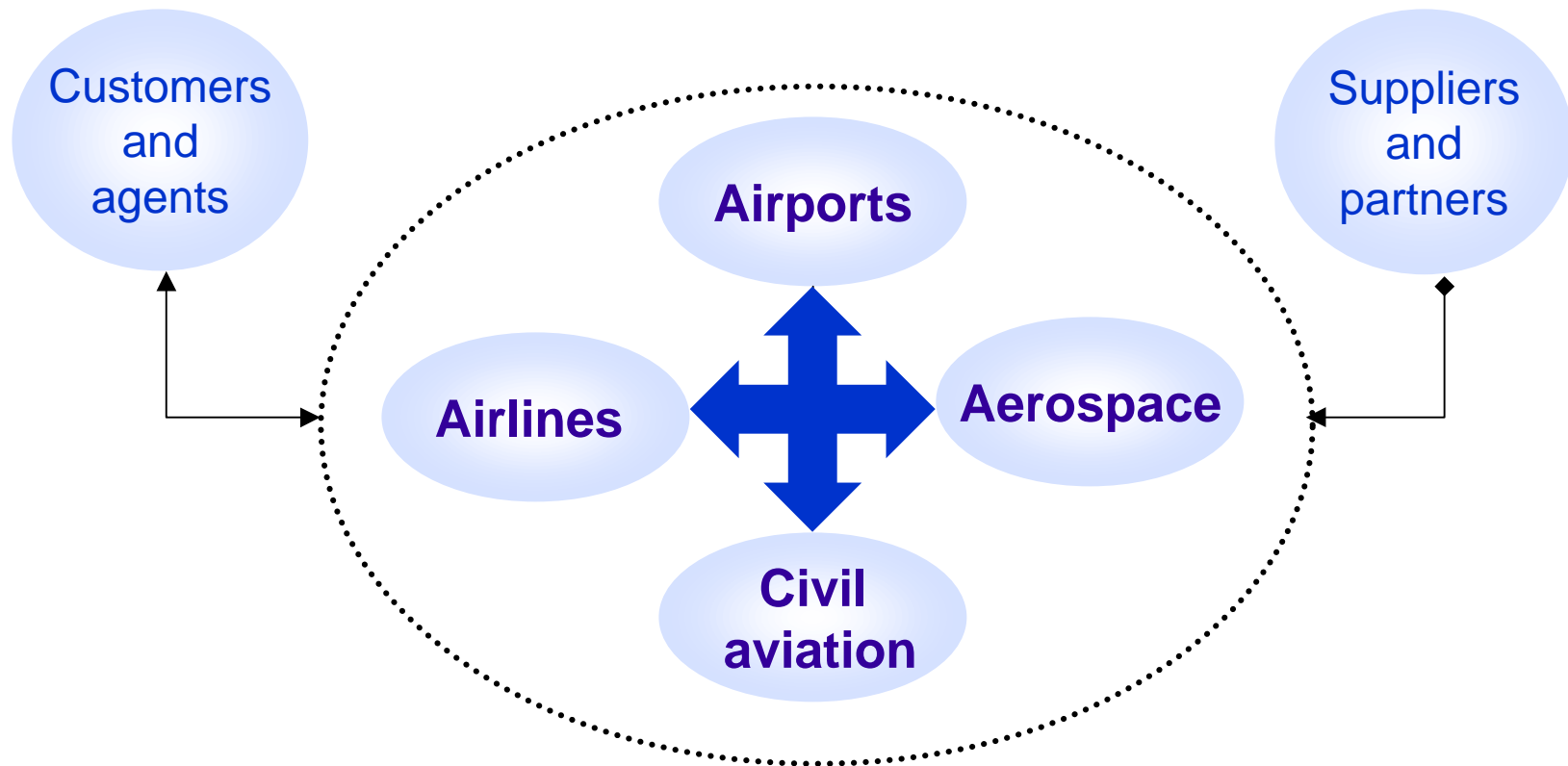
Industry Benefits

- Brand protection

- Reliable service controlled by, and for the AC
  - Screening process (prevents cyber-squatting)
  - Community supervision

- Effective name structure enabled
  - Easy customer identification (ba.aero, jfk.aero)
  - Structured domain name space
  - Interline communications

- Improves reliability, safety and security
  - B2B/B2C services

Integrating the AC

Customers and agents

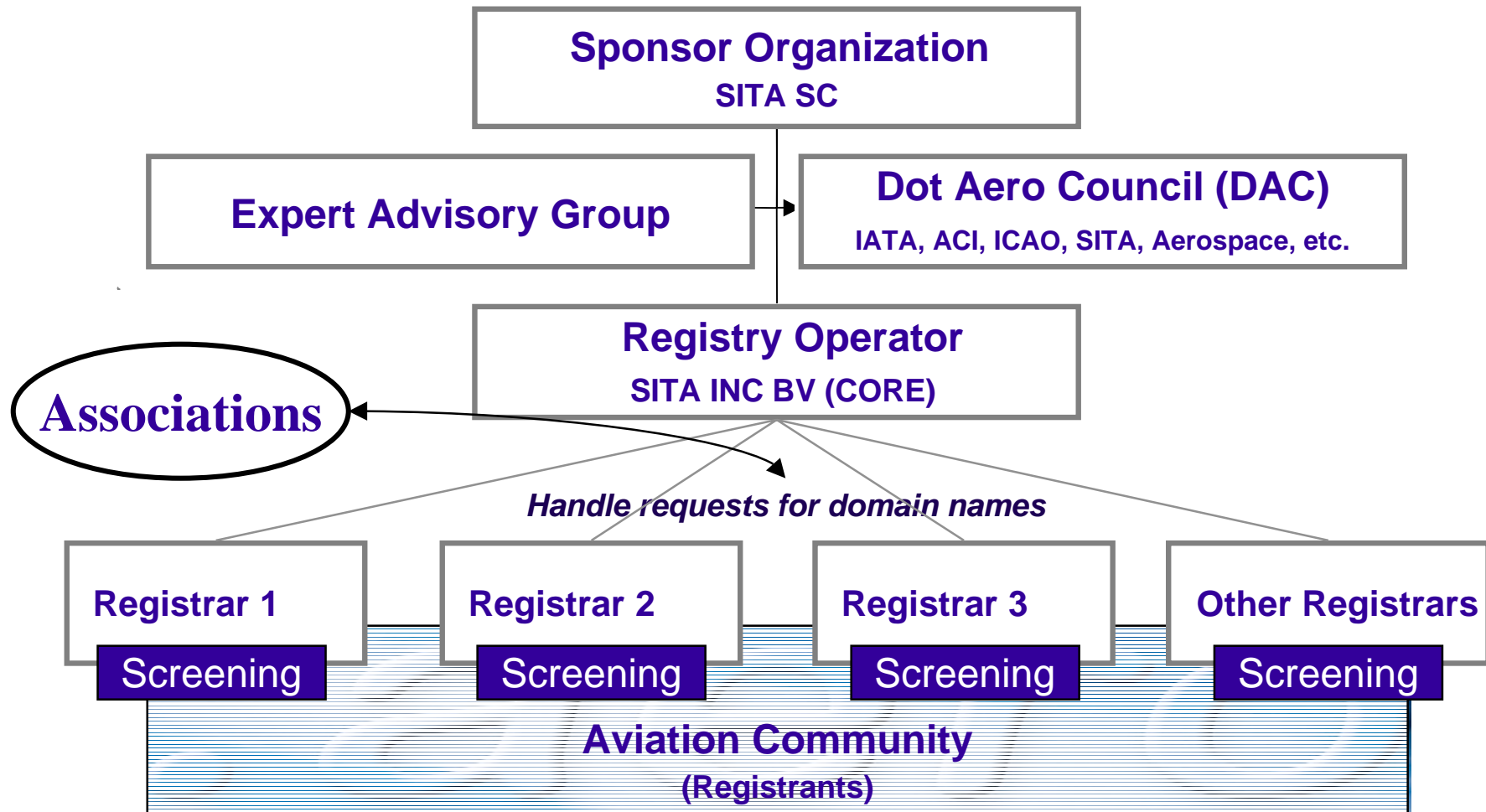Suppliers and partners

Airports

Airlines

Aerospace

Civil aviation

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.aero Organization

Sponsor Organization
SITA SC

Expert Advisory Group

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

Registry Operator
SITA INC BV (CORE)

Associations

Handle requests for domain names

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

Aviation Community
(Registrants)

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Sponsor and DAC

- Ensures to benefit the entire aviation community and its customers

- Ensures stability and registry process are maintained

- Ensures registry services meet the expectations of its customers

Partners (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

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.aero Policy

- Domain Management Policy is defined in co-ordination with the community
  - Conventions and policies
  - Validation process (authentication)
- Adopts ICANN policies in the context that will not interfere with AC competence
  - Charter eligibility (CEDRP)
  - Entry point level (EPLDR)
  - UDRP
  - ICANN Registrar Criteria

Who can register domains?
Charter

- Airlines
- Airport authorities
- Civil aviation authorities
- Aerospace industry
- Air Freight logistic
- Associations
- Government agencies

- Global distribution Sys
- Computer reservation Sys
- Tour Operators
- Education and providers
- Aero clubs
- Aircraft operators
- Suppliers
- Consultants and media
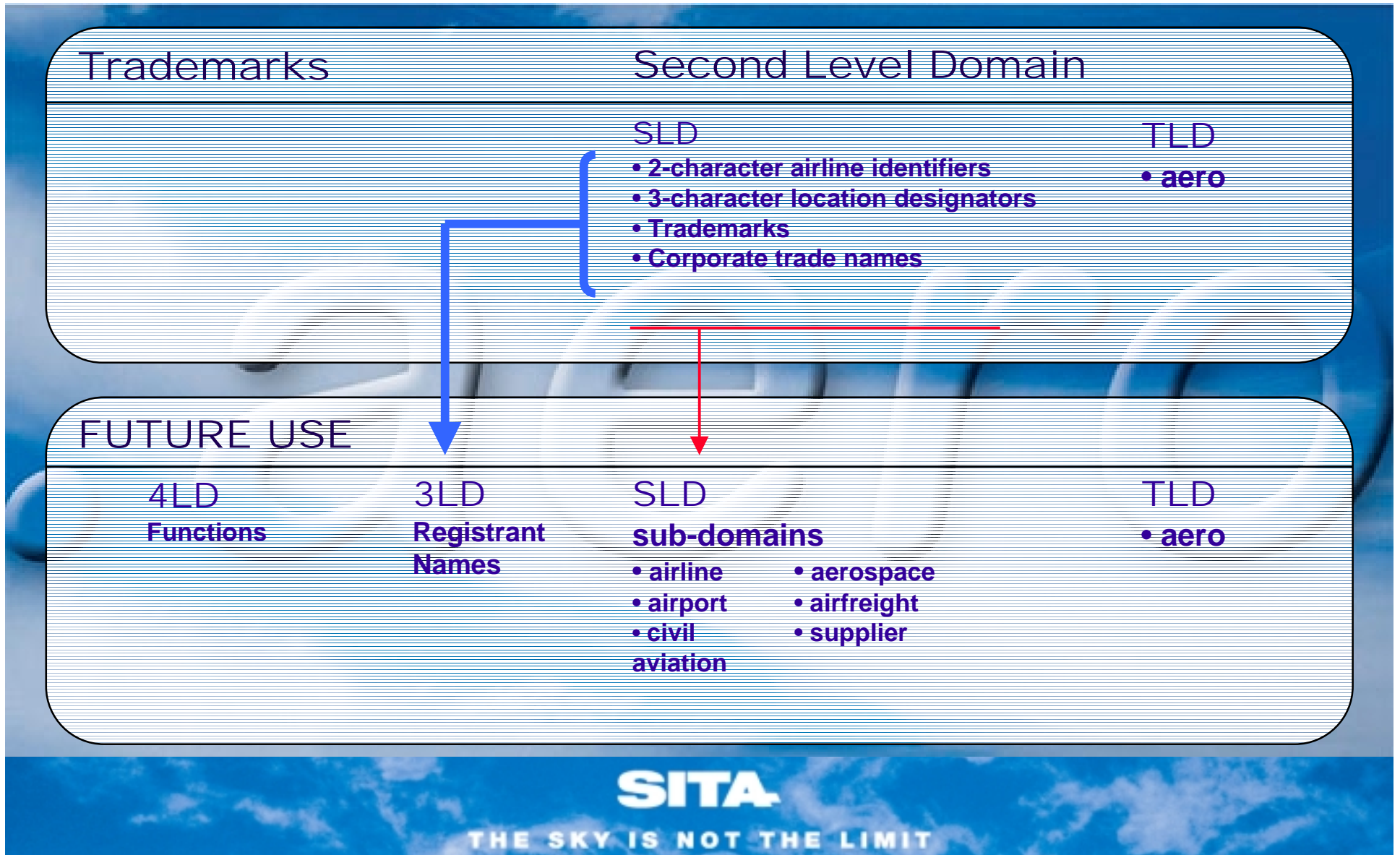
Naming Convention (1)

- Distinctive and appropriate convention is set according to specific industry sectors
  - recognises aviation industry conventions and designators (airlines, airports, aerospace)
- Priority is given to community standards, aviation industry designators and trademarks

Naming Convention (2)

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**

sub-domains
- airline
- airport
- civil aviation
- aerospace
- airfreight
- supplier

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2-character
Airline Designator Codes

- SITA requested ICANN & GAC, the use IATA two-letter airline designator codes as SLD identifiers
  - e.g. ba.aero, af.aero, sr.aero, 1b.aero
- ISO Maintenance Agency Secretariat approved the request
- Conditions of the approval
  - valid during the term of the ICANN-SO Agreement
  - the two letter combinations shall not be used in a manner which is inconsistent with the ISO 3166 Maintenance Agency Secretariat's Alpha-2 code elements

.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

- Performed by selected industry associations
  - associations enforcing rigorous membership criteria
- Validation criteria is according to specific industry sectors (airlines, airports, etc)
- Applicants must provide evidence and membership identity, to selected associations
- Refuse and/or remove registrations at any time if validation criteria is violated

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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)**
  - Domain names Reservation
- **Phase1 – trademarks and aviation codes (4 months)**
  - Aviation industry designators
  - Airlines and airports (2 and 3-character designators)
  - Civil Aviation authorities (DGCAs)
  - Aerospace
  - Eligible members of the community
- **Phase 3 – Normal operation**

Major Milestones

- **4Q 2001– Conclusion of**
  - Agreement Sponsorship (ICANN)
  - Advisory body implementation (DAC)
  - Domain Management Policy

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

http://www.information.aero

thank you

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