

Issue 18 – Nov 2008

News from .aero

the domain of aviation

www.information.aero

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Welcome

From the biggest airshow in the world to action on climate change and efforts to get rid of the digital divide, this edition of the newsletter offers something for everyone. We have reports from Oshkosh, in the heart of the US, where more than three-quarters of a million enthusiasts converge for a week of celebration for anything to do with flying.

We also quote from an extensive report published by the International Telecommunication Union summarizing how countries and communities worldwide are addressing the need (and it is a need) to link people together through information and communication technologies. There is much to celebrate, but equally much still to be done. If air transport is to grow and fulfill its ambition of bringing the peoples of the world together, it is important to understand how nations are working to create a truly networked global village.

One organization doing its utmost to facilitate that is our guest in the 'Meet the Registrars' slot. The US-company 101domain.com handles over 850 domain name extensions from every corner of the world. We get a glimpse of their own experience as a .aero registrar.

As ever, we hope you enjoy this issue – and please do get in touch with any comments. We'd be delighted to hear from you.

.aero team, SITA

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Spreading the message

At the annual convention of the Experimental Aircraft Association (EAA) in Oshkosh, Wisconsin (see review on page five) SITA and its partners used the opportunity to highlight the availability of three-letter airport codes in the .aero domain.



"Through its agreement with SITA, Afilias has pledged to provide the most advanced technology to support .aero domains. This allows owners of .aero's new three-letter IATA airport codes to ensure their sites maintain the highest reliability for consumers who access them for important aviation information,"

Ram Mohan, EVP and Chief Technology Officer of Afilias.

To date, over 170 airports, including Dublin (www.dub.aero), Las Vegas (www.las.aero), Geneva (www.gva.aero) and Prague (www.prg.aero) have adopted this simple and memorable approach. Find out more about registration at www.information.aero

Representatives from Afilias, registry operator of the .aero domain, and Namesbeyond, a .aero authorized registrar, generated the interest of a wide variety of members of the air transport industry – from private pilots to aerospace supply companies.

"The .aero domain is in use by thousands of aerospace industry organizations and airports around the globe and is therefore a critical resource. The addition of three-letter airport codes offers the opportunity for short, intuitive addresses for airports. These can be used for a wide variety of purposes – from internal communications, to public-facing

websites and provision of a domain-based architecture for supply chain tracking systems," according to Ram Mohan, EVP and Chief Technology Officer of Afilias.

SITA, administrator of the .aero domain, will begin open registration for three letter IATA airport code domains in December 2008. Afilias, the registry operator for .aero, provides domain name registry services ensuring live, real-time registration that ensures .aero domains are globally available on the Internet within minutes of registration.

Action on climate change

A global cross-industry initiative that is supported and financed by the commercial aviation industry has chosen .aero as a key part of its branding

Enviro.aero has been established by the commercial aviation industry body, the Air Transport Action Group (ATAG) to provide clear information on industry measures being undertaken to limit the impact of aviation on the environment.

At the 2008 Aviation and Environment Summit, organized earlier this year by enviro.aero, commercial aviation industry leaders signed a Declaration on Climate Change that brought together all sectors of commercial aviation – aircraft manufacturers, airlines, airports, air traffic control and engine manufacturers. This was the first time the industry had united in this way over a single issue.

The declaration outlines aviation's concept of 'carbon neutral growth' with an aspirational goal of carbon-free flight. The industry aims to achieve this by focusing on a four-pillar approach to climate change: investment in new technology, increasing operational efficiency, air traffic and airport infrastructure improvements and appropriate economic measures.

Strong words

The Declaration states: "We agree on the need to accelerate action to mitigate our environmental impact, especially in respect to climate change while preserving our driving role in the sustainable development of our global society."

"Our efforts and commitment to work in partnership with governments, other industries and representatives of civil society will provide meaningful benefits on tackling climate change and other environmental challenges".

The industry also called on governments to play their part by pushing forward a global, workable emissions trading scheme; helping with research and development; and being more proactive in reducing infrastructure blockages that result in unnecessary carbon emissions, such as implementing the Single European Sky.

The full list of Declaration signatories can be found at www.enviro.aero/Aviationindustryenvironmentaldeclaration.aspx

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Action on climate change *continued from page 3*

SITA's role

SITA, the sponsor of .aero, was the first IT provider to the air transport industry to throw its weight publicly behind the Declaration. Signing the Commitment at the SITA's own Air Transport IT Summit, CEO Francesco Violante called for a revolution across the air transport community, in order to achieve carbon neutral growth.

"Governments, airlines, airports, air traffic management and IT providers must unite to make the quantum leap required for an immediate 12 percent reduction in carbon emissions, by eliminating airspace and airport inefficiencies."

"Smart investments in new aircraft and optimized route management will help achieve this realizable goal. Flight operations and better cooperation between all the stakeholders, through collaborative decision-making systems, will be key to this effort."

SITA has declared its own intention of delivering IT services that are 'green by design'. This includes a 70 percent reduction in the number of servers the organization uses – from 2,000 to 600. This will save one megawatt of power a year, offsetting 15m kg of carbon dioxide over the next 30 years. See www.environment.aero

ATAG

Based in Geneva, ATAG (the Air Transport Action Group) is the only global association that represents all sectors of the air transport industry. Its mission is to promote aviation's sustainable growth for the benefit of global society.

ATAG's members include airports, airlines, airframe and engine manufacturers, air navigation service providers, airline pilot and air traffic controller unions, chambers of commerce, tourism and trade partners, ground transportation and communications providers.

More information at www.atag.org



"Smart investments in new aircraft and optimized route management will help achieve this realizable goal. Flight operations and better cooperation between all the stakeholders, through collaborative decision-making systems, will be key to this effort."

Francesco Violante – CEO, SITA

Passion for flying

Two .aero external service providers were present at the 2008 Oshkosh Air Venture convention in Wisconsin, US, at the beginning of August.

Registry operator Afiliias and .aero registrar Names Beyond welcomed visitors from all sections of the aviation community – from airport authorities to professional aviators. Their presence was part of a broader strategy to raise awareness of the .aero domain with business aircraft operators, pilots and aviation professionals – as well as air sports participants. Names Beyond offered on-the-spot two-year .aero domain name registration for a promotional price of US\$ 100.

Every year Oshkosh becomes the place of choice for up to 750,000 people with a passion for flying. It is also the annual convention of the Experimental Aircraft Association – known universally as EAA – whose 170,000 members include 20,000 from over 100 countries in Europe, South America and Africa.



As well as aviation enthusiasts, the event also attracts business jet manufacturers, pilot-training companies, representatives from NASA and the US military, and the inevitable gadget manufacturers.

Next year's event takes place from 27 July to 2 August. To find out more, go to www.eaa.org for the EAA's website, or www.airventure.org for the Oshkosh convention.

Case Study: nca.aero

Nippon Cargo Airlines – planning for a global future



NCA (Nippon Cargo Airlines) is Japan's only cargo-specialist airline, building a reputation for safe, fast and reliable performance since its founding in 1985. NCA first acquired the nca.aero domain in 2003, in part because nca.com was unavailable – but also recognizing that nca.aero would confer special recognition to the company. Initially this caused some difficulties with the company's e-mail programs unable to handle 4-character domains. But this was a passing issue, quickly forgotten!

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Special feature continued...

Earlier this year, the company announced NCA Phoenix Project 08, a plan to accomplish self-operation in flight operations, maintenance, freight service and IT. NCA is also globalizing the scope of its business and renewing its fleet with fuel-efficient aircraft. Currently, the airline operates eight B747-400Fs and will add two more aircraft of the same type within this business year. In addition, the introduction of state-of-the-art B747-8F freighters will begin next year. By 2013, 14 new aircraft will be introduced to complete a fleet of 24 aircraft.

Having enjoyed the support of ANA in the areas of flight operations, maintenance and IT, in April NCA launched its "i-Cargo" sales and traffic system delivering complete independence in operations.

The airline's worldwide online network covers 14 cities in nine countries in Asia, America, and Europe. The company's off-line network – both via ground transportation services and through cooperation with interline partners – reaches even more destinations. NCA ships all types of cargo – from orchids to strawberries, horses to satellites, and computers to cultural artifacts.

The airline is based at Tokyo's Narita International Airport, Japan's number two airport, the country's premier cargo hub and currently the world's 27th-busiest airport. A new maintenance hangar, incorporating a wide range of environment-friendly devices, is presently under construction, due for completion in the spring of next year.



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Meet the registrars: 101domain.com

101Domain.com handles more than 850 international domain name extensions alongside domain registration. It is an authorized registrar for the .aero domain. The company also employs domain management tools such as Domain Name System (DNS) record management and domain hosting



"Quite simply, we find it easier to manage, register and promote .aero domains as a registrar. We can offer better pricing. And, perhaps just as important, registration time is cut in half."

Susan Jessup – Manager

Through 101Domain Worldwide Domain Manager, the company offers a secure web-based portal that consolidates domain names into a single company portfolio available anytime, anywhere. Search and registration services include legal name changes and standardization of company contact information. 101Domain also provides local DNS services in most countries directly and allows clients to set up international DNS tools to manage international hosting from one location as well.

At the start of October, the company launched its Worldwide Trademark Service, allowing for the consolidation of a domain and trademark portfolio backend system to communicate with all international law offices and registrars from one system.

We discussed their work with Corporate Domains Manager Susan Jessup.



Q: When did 101domain.com start, where are you based and what does the company offer today?

A: 101Domain.com is part of the RWG Internet Marketing Group, which was launched in 1996. Our company has experienced steady growth and we recently moved into our own building in Carlsbad, to the north of San Diego in the US state of California, in 2006. We register all domain extensions around the world, and offer a custom Domain Management Utility for our clients to manage any number of domains. For example, instead of paying multiple registries in multiple currencies, a company makes only one payment to 101Domain, helping streamline administrative costs and reducing the risk of expired or lost domain names.

Q: You were working with .aero and SITA as a reseller long before you became an authorized registrar. What made you decide to switch from reseller to registrar?

A: Quite simply, we find it easier to manage, register and promote .aero domains as a registrar. We can offer better pricing. And, perhaps just as important, registration time is cut in half.

Q: On your website, .aero domain names are the priciest special domains that you offer. What are the positive and negative traits of this aspect and where would you place .aero in your marketing portfolio?

A: It's true that before we became a registrar, our price was US\$ 299 for a two-year registration. However, I am delighted to report that having become a registrar, we have been able to lower our pricing to US\$ 198 for the same two-year registration. We will also be offering special promotions. It's a good deal for those using the .aero name.

Q: Have you found that dealing with the .aero domain has involved complexities that you have not faced with other domains?

A: Since we register domains internationally, we're accustomed to submitting any number of forms for review/confirmation by the World Wide Alliance of Top Level Domain (ccTLD) registries. In fact .aero is much easier to register than many other ccTLDs, and we have found that SITA is always very prompt in responding to clients with the ID/password required for registration!

Q: How do you see the .aero TLD evolving as part of your portfolio? What plans and ideas do you have for promoting it?

A: We plan to place a logo identifying 101domain.com as a .aero accredited registrar on our website home page. We're also going to put up a special promotion page with special offers.

Q: Based on your experience, are there any key issues that you believe .aero must address as part of its future development?

A: Perhaps an option asking the client to send a copy of the SITA ID and password to their chosen registrar so they can proceed with registration would make the entire process seamless. I find that many people registering .aero domains are eager to launch their websites, so any option to cut down time of receiving and sending the SITA ID to the registrar would be helpful.

Reporting progress in the development of a truly global information society

Back in 2005, the UN's World Summit on the Information Society (WSIS) produced fine documents and promises of action to come. So what progress has been made in some of the most significant areas of concern for the evolution and availability of information and communication technologies (ICT)?

Governments and stakeholders have addressed significant issues, including:

- building infrastructure to enhance connectivity
- fostering access to information services
- assisting in the development of requisite capacities and skills
- raising awareness on security issues in the use of ICTs
- enabling the environment through the application of ICTs.

Earlier this year, the International Telecommunication Union (the UN body that runs the WSIS process) published their 'Report on the World Summit on the Information Society Stocktaking' – an interim report on progress towards reaching significant targets by 2015. We quote below some of the key points from that Report (see note below).

Bridging the digital divide

Over the last two years, the telecommunication and ICT sector has seen continued growth, particularly in the mobile cellular market.

Globally, the number of mobile subscribers increased by over a billion since 2005, with over 3.3 billion mobile subscribers by the end of 2007. During this period, growth has been

strongest in Africa, where year-on-year growth stood at 39 percent. By the end of 2007, 69 percent of the world's mobile subscribers were from developing countries.

Mobile cellular is increasingly dominating the telephone market and, worldwide, mobile subscribers today represent 71 percent of all telephone subscribers. In Africa, this percentage is close to 90 percent. Fixed telephone penetration has been stagnating at just under 20 percent globally and growth was below one percent between 2005 and 2007. The low levels of fixed-line penetration in the developing world limit the ability to roll-out fixed broadband services, including DSL.

Regional differences are even greater in the adoption of broadband technologies. While at the end of 2007 fixed broadband penetration stood as low as one percent in Africa, it had reached much higher levels in Europe (16 percent) and the Americas (10 percent). Globally, broadband penetration increased from three to five percent between 2005 and 2007. For more people to benefit from the potential of broadband and the applications that it can deliver, governments need to do their share to ensure that high-speed technologies become more accessible as well as more affordable.

Creating an enabling environment

The creation of an enabling environment is one of the key building blocks in the establishment of an information society. A trustworthy, transparent and nondiscriminatory legal, regulatory and policy environment is necessary to maximize the social, economic and environmental benefits of the information society.

Over the past 10 years, the majority of countries worldwide have initiated reforms in their telecommunication sector by establishing a national regulatory body, introducing competition and at least partially privatizing their operators, among other measures, thus creating an enabling environment for investment. Foreign investment has helped finance ICT infrastructure and develop telecommunication services in many countries since the 1990s. However, much of the world's population still remains without basic access to ICT services, as further key reforms have yet to be undertaken in many countries.

The pace of ICT development, including broadband take-up, however, hinges on the policy and regulatory framework. Political will is needed at the highest levels of government to establish an enabling

Special feature continued...

environment that will create a level playing-field for all stakeholders to promote the roll-out of ICTs.

Capacity building and ICT services

The usage and deployment of ICTs should assist in creating benefits in all aspects of daily life. ICTs should also contribute to sustainable production and consumption patterns, as well as reduce traditional barriers, providing an opportunity for all to access local and global markets in a more equitable manner. ICT applications should be user-friendly, accessible to all, affordable, adapted to local needs in languages and cultures, and support sustainable development.

The rapid growth of broadband technology and the convergence of telecommunications, computing, information and multimedia applications are opening up new perspectives for the ICT sector, providing opportunities for e-applications and e-services. ICT applications are potentially important in health care and health information, government operations and services, education and training, employment and job creation, business, agriculture, transport, protection of the environment and management of natural resources, disaster prevention, and culture, as well as in promoting the eradication of poverty and other agreed Millennium Development Goals.



Building security in the virtual world

Confidence and security in using ICTs are fundamental in building an inclusive, secure and global information society. The legal, technical and institutional challenges posed by cyberattacks and cybercrime are global and far-reaching, and can only be addressed through a coherent strategy taking into account the role of different stakeholders and existing initiatives, within a framework of international cooperation.

Current attempts to address these challenges at the national and regional levels are inadequate, as cyberspace is boundless and limited only by human imagination. The boundaries of the information society have no direct correlation with existing geographical borders – cyberthreats can arise anywhere, at any time, causing immense damage in a very short space of time, before they are tackled.

With its 191 Member States and more than 700 Sector Members, ITU is uniquely placed to provide a framework for international cooperation in cybersecurity. Its membership includes the least developed countries, developing and emerging economies, as well as developed countries. It is the ideal forum where actions and responses to promote cybersecurity and tackle cybercrime can be discussed, with the goal of arriving at a common understanding as to how best these challenges can be addressed.

Note Further information from www.wsis.org.

The Report on the World Summit on the Information Society Stocktaking can be downloaded from: www.itu.int/wsis/stocktaking/docs/2008/WSIS-Stocktaking2008-e.pdf



Industry events

IATA AVSEC World 2008 "Risk Management: A common sense approach" **11-13 November 2008 – Seoul, Republic of Korea**

Now more than ever, customers rely on airline and airport operators to protect them from external threats. In today's marketplace, passengers and employees expect and deserve effective aviation security. This new reality requires fresh ideas about cost management and effective procedures. Come along to find out the latest from the Simplifying Passenger Travel (SPT) program, of which SITA is a member.

Because resources are finite, professional security practitioners must focus on protecting the industry from the probable rather than what is possible. Learn about new strategies, approaches and technologies to facilitate the efficient and secure operation of civil aviation in a diverse and growing market. AVSEC World 2008 will examine how the industry is responding to these challenges.

For more information, please visit
www.iata.org/events/avsec2008/index.htm

IATA 123rd Schedules Conference **13-16 November 2008 – Athens, Greece**

With more than 1,000 delegates, from some 300 airlines and representatives from more than 200 schedules-facilitated or fully coordinated airports, this bi-annual meeting is IATA's largest event.

The goal of the conference is for airlines and airports to obtain the slots that will give them the best possible schedules to offer their customers.

The Schedules Conference lasts 3.5 days, essentially dedicated to bilateral discussions between airlines and coordinators/facilitators.

For more information, please visit
www.iata.org/events/sc123/index.htm

The Future of Air Transport **2-3 December 2008 – London, UK**

In its fifteen year history, The Future of Air Transport event has grown in size and reputation and is now acknowledged throughout the industry as one of the sector's leading forums. Airlines, airports and industry suppliers annually enjoy the opportunity to converge on London, to network and to listen to careful analysis of the most relevant topics and issues.

For more information, please visit
www.marketforce.eu.com/airtransport

IATA Commercial Strategy Symposium **2-4 December 2008 – Las Vegas, Nevada, USA**

In today's complex marketplace, effective strategy must focus on the abundant opportunities presented by changes in the business. For the forward thinking player, it is a good time to be bullish on the aviation industry and to learn how to reap the rewards of an effective, proactive game plan.

The IATA Commercial Strategy Symposium is the central industry platform enabling airlines and their counterparts to review commercial actions and adjust their vision for the future.

Meet key industry players from Business Development, Commercial Services, Loyalty Management and Marketing, Revenue Management and Pricing, Network Planning, Alliances and International Affairs and more!

For more information, please visit
www.iata.org/events/css2008/index.htm

Online information and late breaking news are available at www.information.aero

E-mail enquiries to aero.enquiries@sita.aero

This newsletter is issued by SITA, the Sponsor of the .aero Top Level Domain. SITA also operates the official .aero web site www.information.aero – providing information about domain registrations, policies and procedures and new developments in the .aero domain.

If you would like to comment on any of the articles in this issue or you would like more information, please contact our editor, Elena Vladkova, at aero.enquiries@sita.aero

News from.aero – the domain of aviation

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Design: Amarat Raval
Publisher: Elena Vladkova
Web Publisher: Elena Vladkova
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