



**OAG Seminar
November 2005
Osaka**

OAG Airline Marketing Services

Product Distribution

Enabling customer access to flight product and flight status information

Route and connection promotion

Customer communications

Market analysis and business intelligence

OAG Flight Statistics

27 million flight departures per year

135,000 take-off & landings per day

Of which 45,000 are code share flights

Global Distribution



OAG Data Distribution Channels

	SSIM	Worldwide Flight files	Custom Data	Totals
GDS	9	0	0	9
E-Portals	4	1	1	6
Airlines	55	3	10	68
Other 3rd Parties	35	19	42	96
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Totals	103	23	53	179

Managing the World's Airline Data

The Facts

Fact

- Airlines lose over \$20m per year due to poor code share data management
- There are 45,000 code share flights every day
- This represents 34% of all scheduled services
- 15% of code share flights have discrepancies

Fact

- On average, every day, more than 2000 flights show the wrong terminal and more than 2000 flights show the wrong time

Fact

- OAG distributes more than 42,000 specific airline/flight number Minimum Connecting Time exceptions on behalf of 388 carriers
- Airlines earn an estimated \$31bn in connection revenue
- 160 million passengers connect every year
- An incorrect or missing Minimum Connecting Time can easily result in either missed or invalid connections

Fact

- OAG verifies every specific Minimum Connecting Time when the carrier proposing the exception is not the receiving carrier
- OAG's validation system removes the potential for invalid Minimum Connecting Time overlaps

Fact

- Every year OAG makes more than 1.2 million corrections to Traffic Restriction Codes prior to distribution
- One medium sized long-haul airline had wrong traffic restriction data enter the distribution supply chain
- In two days their estimated loss was over \$400,000

Fact

- More than 75% of airlines submit their schedules to OAG with missing or incorrect terminal information
- Each year OAG processes more than 1.1 million schedules records where Daylight Saving Time is either missing or has been incorrectly supplied

Fact

- Every year OAG either inserts or amends more than 250,000 missing or incorrect Passenger Reservation Booking Classes prior to distribution
- Each year OAG updates more than 74,000 missing or incorrect Meal Codes prior to distribution

Fact

- OAG currently distributes more than 1.4 million schedules on behalf of carriers with Electronic Ticketing capability
- When E Ticketing is either missing or incorrectly displayed, it can impact both the Travel Agent and the way that the ticket is issued especially with regard to Interline agreements

In Summary

Every day we process more than 12,000 changes on behalf of over 1000 Airlines

With experienced staff maintaining more than 27 million flight records, our systems and processes have been finely tuned and adapted over time to meet the needs of our rapidly changing industry