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Distribution Innovations

Overview

1. Innovating Through New Distribution Capabilities (NDC)
2. Customer Focus
3. Increasing Adoption
4. Developments for 2018
5. Impact to Customers
6. Valuing NDC Benefits

New Distribution Capability (NDC)

Distribution Today

Fares

Paid Seats*

New Distribution Capability

Fares

Paid Seats

Bags

Bundles

Admirals Club

Waivers & Favors

Wifi

More to come...



Customer Focus



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Driving Adoption

American's NDC Incentive Program

**\$2 Per
Segment**

**Available
Worldwide**

**Combinable
with other
incentives**

**Agencies,
Integrators
and GDSs
welcome**

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Agencies Are Coming Onboard

Hundreds of agencies and integrators, leisure and corporate, are working to bring content to customers

- **2017 integrations drive real customer benefits in 2018**



Real World Example for 2018

**Customer
Bundle**



Fare



Pre-paid Wi-Fi



Pre-paid bags



**Same day flight
change/standby**



Seat assignment



Impact to Customers

Savings: Potential for discounted ancillaries in bundles

Duty of Care: Boarding data now available

Policy Application: Policy applies to ancillary purchases

Convenience: Better traveler experience on day of travel

Improved reporting: Itemized detail of products & services

Thank you!

