Airbus Product Safety

Media in a high profile accident

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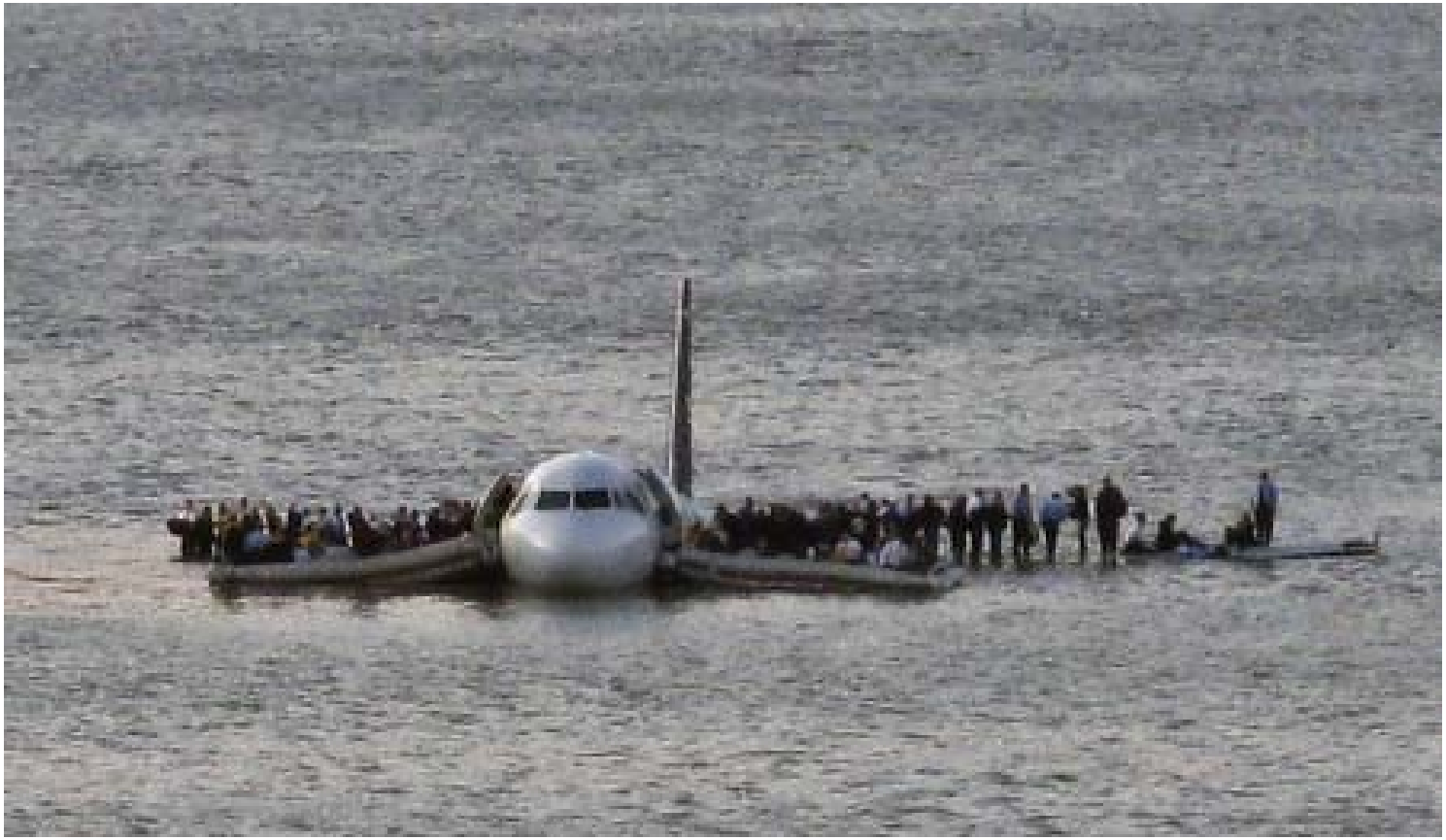
AIRBUS

Challenges

- Air Transport accidents will still trigger wide media coverage.



Introduction

- Information and mis-information can now be shared instantly at the click of a button.
- Approx 1 billion users around the globe are surfing the Internet every month.
- For many a high profile accident creates opportunities.
- Annex 13 vs real time “info” & media coverage

Fundamentals

- Good news doesn't make good headlines.
- There is a race to report first, accuracy not important
- The human element, the suffering, the tragedy, the drama in the skies before the mundane facts.
- Media interest for
  - Aviation,
  - Disasters
  - Controversy
- What has changed.....

Accuracy ?

- “Sources compared flight QF32 to the *Memphis Belle*, the World War II bomber that became the subject of a fictional award-winning 1990s film”
- “As another senior pilot said: "It is bad enough for an engine to explode in mid-air let alone lose so many secondary systems".
- **“**had to battle multiple problems following an engine explosion”
- “On landing they had no anti-skid brakes and could rely on only one engine for reverse thrust - needing all of the 4km runway at Changi to bring the jet to a stop.”

The investigation report.....

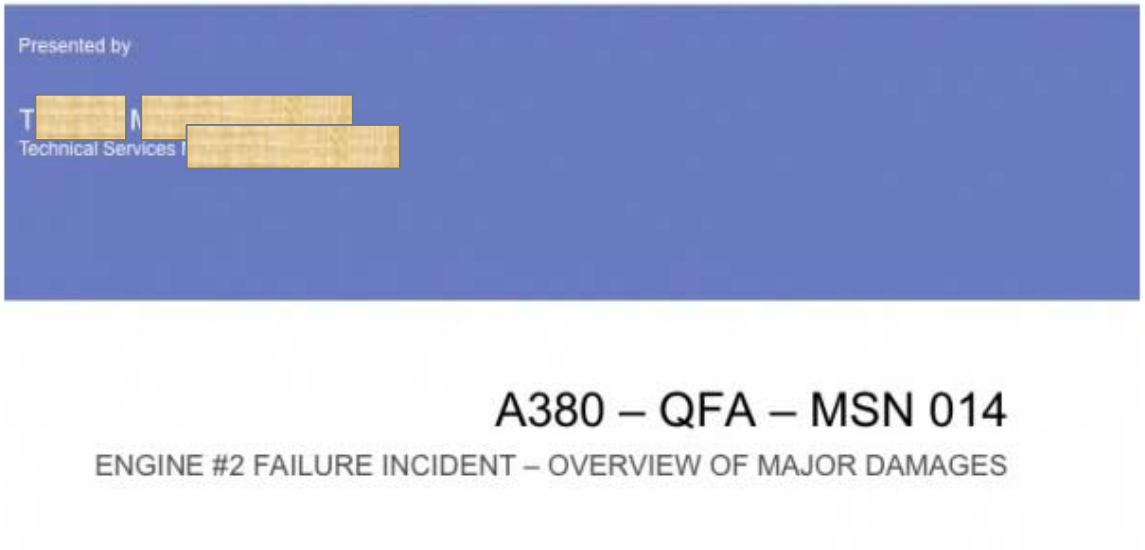
- “It took about 50 minutes for the flight crew to complete all of the initial procedures associated with the ECAM messages. During that time, the aircraft’s autopilot was engaged. “

- “The PIC recalled feeling confident that, as the speed approached 60 kts, the aircraft would be able to stop in the remaining runway distance. In consequence, the No 3 engine was gradually moved out of maximum reverse thrust. Manual braking was continued and the aircraft came to a stop about 150 m from the end of the runway. The aircraft was met by emergency services. “

Click ..... all available, all on-line, before the investigation team arrive on-site

- Internet videos

Leaks



The Airbus presentation to accident investigators of the damage done to QF32 on November 4 gives new technical insights into this near disaster involving a Qantas A380 with 466 persons on board.

Confidential information leaked onto the internet can damage trust during the investigation

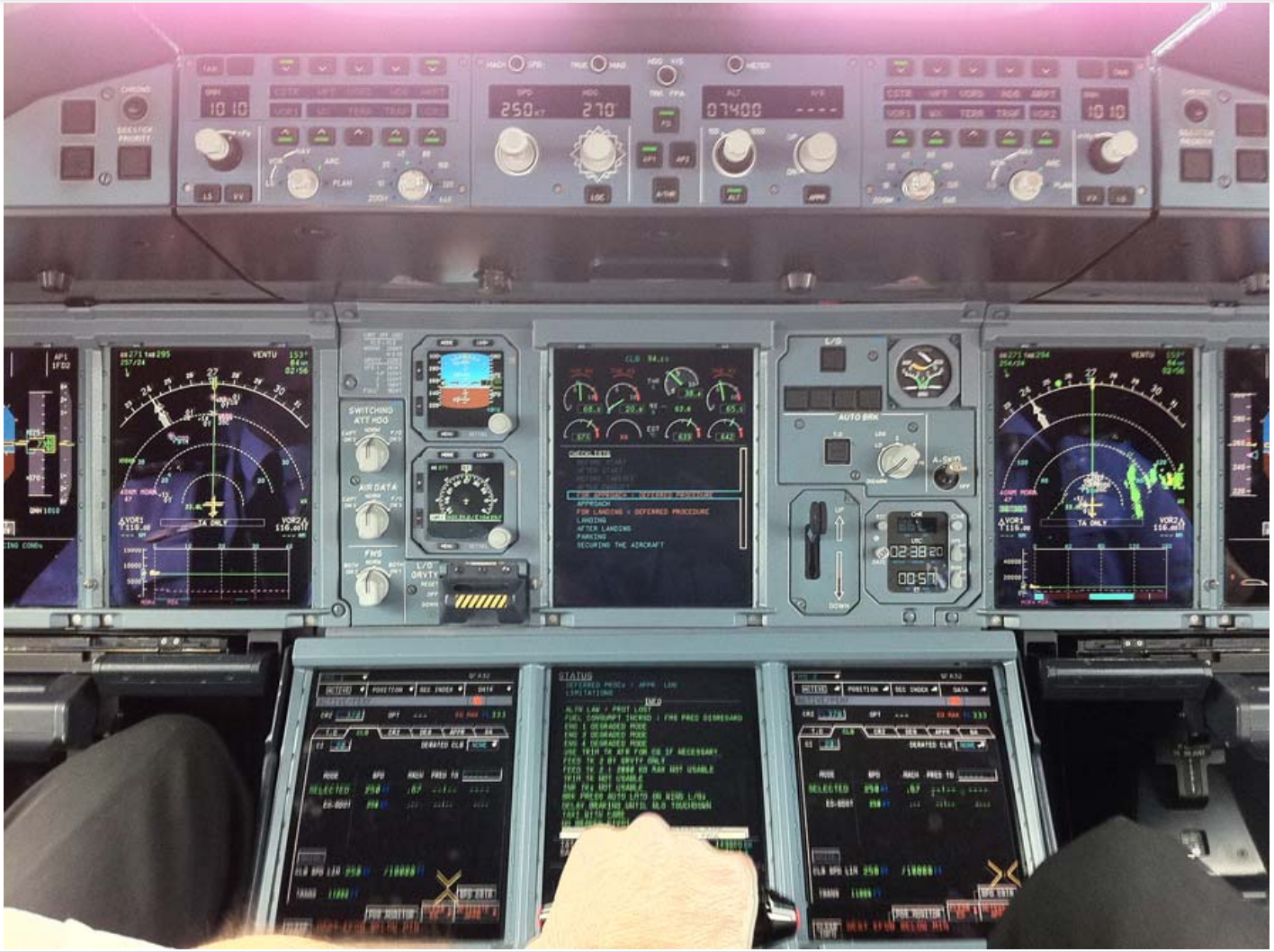
Challenges

- What is changing…
  - Immediate public release of technical info e.g ACARS data
  - Reprints from general press rather than professional aviation journalist.

- Pressures on Annex 13
  - Communication crisis can harm investigations.
  - Huge time gap between crises and investigation results.
  - Press, Victims associations, Law firms, Lobbies, Political staff.

- The WWW takes advantage of the “unknown” to speculate as fast as pressing the ENTER p/b

QF32



Challenges

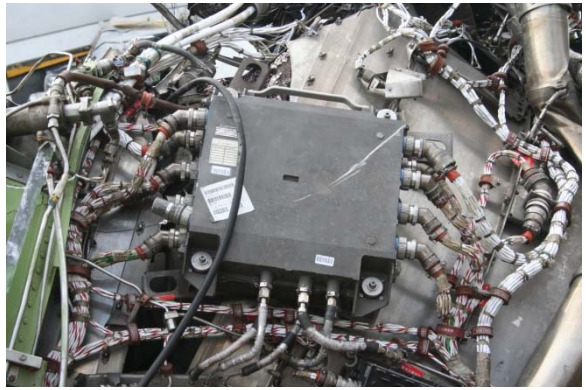
- Annex 13 is the basis of our relationship with the investigating authorities
- The challenge is:
  - Maintain long term relationship with all stakeholders despite media pressure
  - Minimise speculation
  - Provide the facts to minimise the sensationalism

Opportunities/Challenges

Nb of available data	FDR	CVR
• 1972 A300B2	**→ 100 parameters**	30 mins Magnetic tape
• **1982 A310**	→ 150 parameters	
• 1990	→ 350 parameters	
• 2002	→ 700 parameters	
• **1988 A320**	→ 250 parameters	
• 1990	→ 420 then 550 parameters (1998)	
• 2002	→ 850 then 1200 parameters	
• **1992 A330/A340**	→ 650 parameters	30 mins Solid State
• 1998	→ 750 parameters	
• 2002	→ 1400 parameters	
• **1995**		2 hours Solid state
• 2007 A380	**→ 3300 parameters**	

Opportunities/Challenges

- In addition to DFDR and CVR data, additional data available on aircraft systems:
  - Post Flight Report (PFR)
  - Built In Test Equipment memory (BITE/TSD)
  - Non volatile memories (NVM)
  - ANSU (A380)
  - ACARS messages
  - DAR data



A lot of data to digest in much less time

From a previous investigation _ tailstrike

- The initial report stated: *high vertical speed, overflare, nose high altitude at touchdown*
- The flight crew report: *started flare too high, bounce, pitch increase, tail strike on 2nd bounce*
- Investigation by internet: pick and chose to create the better story
- But all factors are required to consolidated the information
- The FDR recorded:
  - *normal pitch angle, slight bounce, normal 2nd touchdown, normal de-rotation, full back-stick, tailstrike*

Challenges

- The issue : the speed of global communication
  - But confidence from the traveling public in the ICAO Annex 13 investigation process and findings must be maintained.
  - Maintain thorough and robust investigation, avoid investigation by internet.
  - To allow parties, such as manufacturers to be able to reply to the other air transport stakeholder's questions.

Annex 13 spirit should prevail

Discussion