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Next Generation Storefront

Implementation Guide

US Domestic Version 1.0

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1. Overview

Next Generation Storefront (NGS)[™] is a data-driven industry standard that establishes a core set of capabilities that will simplify consumer choice and drive confidence through consistent, impartial, and reliable data to enhance airline retailing capabilities across all channels. This data will enable users to find, sort, and present airline offerings.

The concept behind NGS is to provide users of the standard with:

- a set of clearly defined attributes common to all airlines' offers and services,
- a method to consistently describe each of an airline's offers with a minimum set of common attributes ("drawers"),
- a method to consistently group each of an airline's offers with common attributes within and across airlines ("shelves")

The Next Generation Storefront standard is a "data standard." Display is the responsibility of the channel and should reflect their competencies in retailing. The aim of this manual is to outline baseline expected capabilities and elements in display to leverage the promise of the NGS data specification.

This guide is specific to NGS – US Domestic – Version 1.0

To attain "certification" to the Next Generation Storefront standard, channels will need to comply with the ATPCO NGS data standard, follow the key elements of this manual, and request usage rights to the "built with Next Generation Storefront" badge.

Note: The NGS standard does not override any consumer disclosure, contract of carriage, or regulatory requirements.

2. Basic elements of NGS

2.1. NGS Offers

In response to a shopping request, channels will gather possible itineraries and applicable airline offerings meeting the criteria of the shopping request, as is done today. The airline offerings and their attributes will be presented through application of the NGS standard. Each of the NGS Offers presented represents a set of products and services offered by an airline for a price. An NGS Offer could be for a single leg or multiple legs, and it could be applicable for an entire itinerary or for a portion of the itinerary.

2.2. Shelves

The intent of NGS is to present multiple NGS Offers for multiple airlines on a single shopping results display, allowing the consumer to easily compare different airline product offerings for different travel options. This is accomplished through the shelf concept.

A shelf is a grouping of comparable NGS Offers that share similar ticket and flight attributes. There are multiple shelves in the NGS standard, each defined by specific data attributes. These are referred to as *qualification* attributes, that is, they qualify the product for placement on a shelf. If an airline's offering does not meet the shelf attribute criteria then it is not placed on a shelf; therefore, an airline may not have an offering on every shelf in the display. See **Appendix A** for additional details on determining shelf placement and drawer attributes.

Figure 1 is a simple illustration of the NGS shelf concept using a column display to present the lowest priced NGS Offer per shelf for each travel option presented to the user. Each column represents a shelf placement grouping.

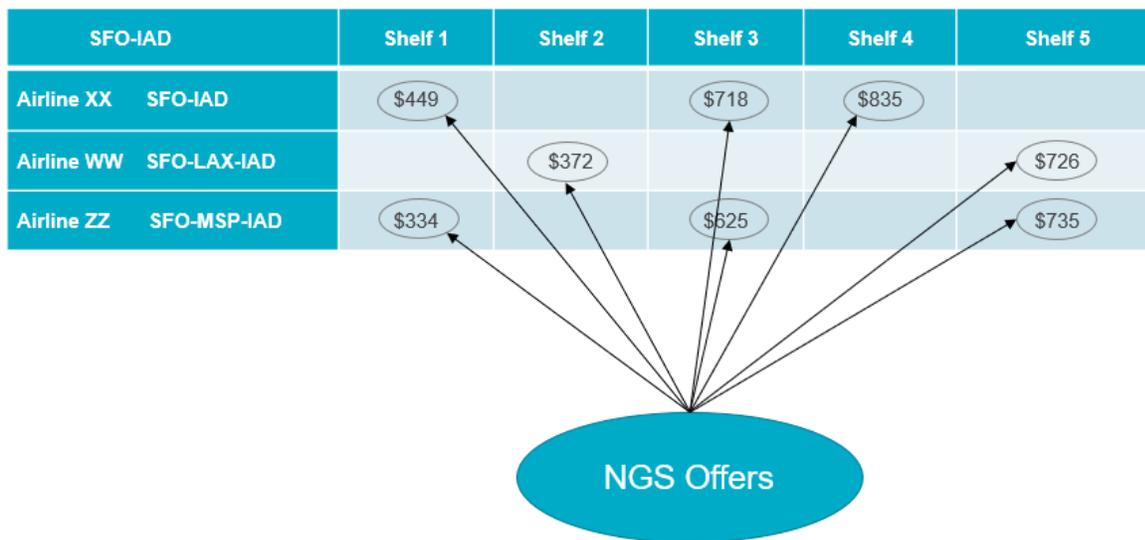


Figure 1 Shelves concept

2.3. Drawers

A drawer provides details for the flight and ticket attributes associated to each leg of an NGS Offer. The drawer consists of two types of attributes: *qualification* attributes and *non-qualification* attributes. Qualification attributes define shelf placement. Non-qualification attributes provide additional important information regarding the products and services applicable to the NGS Offer, such as Wi-Fi, power, entertainment, food, and beverages.

Figure 2 is a simple illustration of the NGS drawer concept:

<i>Drawer Attributes</i>	Shelf 1 Offer
Cabin	Economy
Seat Pitch/Type	Standard (31")
Advance Change	Not Permitted
Advance Seat Selection	Permitted
Checked Baggage	For a Fee
Carry-On Allowance	First Carry-On Not Permitted
Refundability	Not Permitted
Wi-Fi	Web Browsing \$
Entertainment	Seatback
Power & USB	USB
Food	Snack
Beverage	Free
Priority Boarding	Not Permitted
Lounge Access	Not Permitted

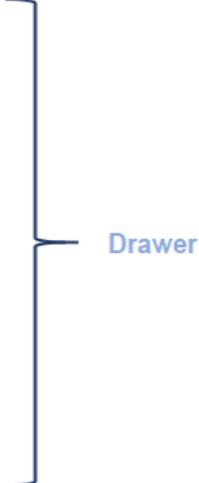


Figure 2 Drawers concept

2.4. Putting it all together – Example of NGS Offers, shelves, and drawers

Figure 3 is a simple NGS mock-up display which presents multiple travel options, each with multiple NGS Offers. The shelf for each NGS Offer is determined by the Offer’s qualification attributes. The drop-down list presented on the Shelf 5 NGS Offer (for travel SFO—MSP—IAD) represents the drawer for each leg of this \$726 NGS Offer.

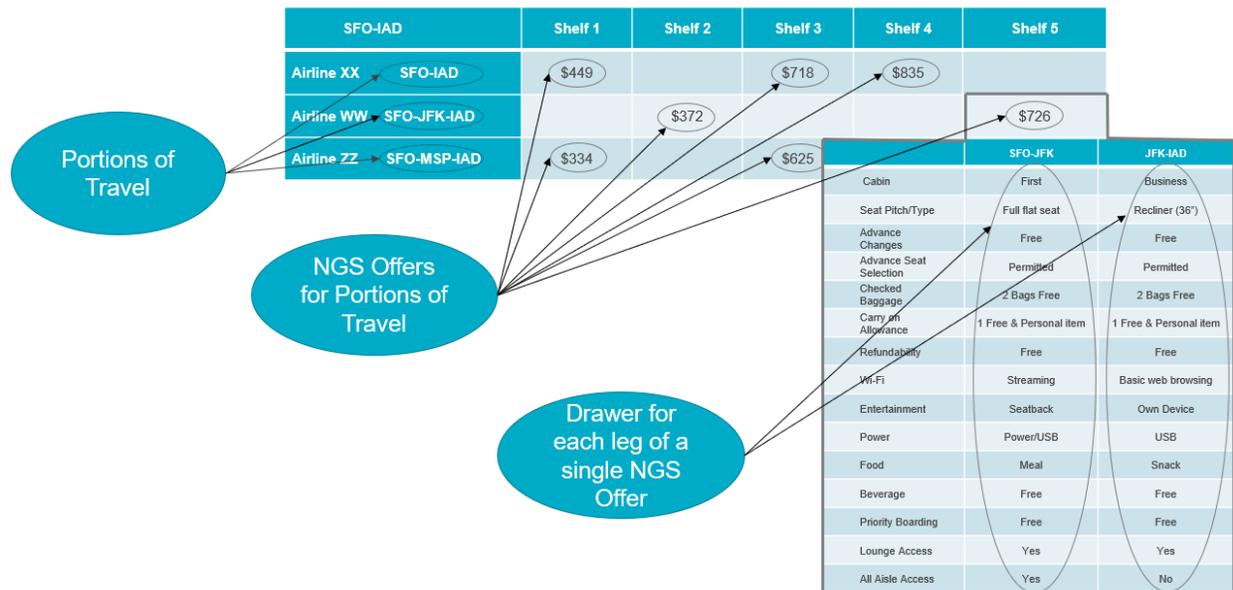


Figure 3 How shelves and drawers present offers

3. Airline participation in NGS

It is assumed that all airlines agree to participate in NGS unless they have sent an opt out notification to ATPCO. ATPCO will supply a list of these opted-out airlines in Appendix N – NGS Airline Opt Out.

If an itinerary contains a marketing and/or operating airline that opts out, shelf placement cannot be determined for any airline offers for that itinerary. It is up to the channels to determine how these airlines' offers should be shown.

4. Shelf best practices

4.1. General

The intent of NGS is to present multiple NGS Offers for multiple airlines on a single shopping results display, allowing the consumer to easily compare different airline product offerings for different travel options. In order to promote upselling to higher level products, it is recommended that multiple shelves are presented so that consumers are aware of the various product offerings available from each airline.

Shoppers should be able to drill down to the specific data attributes that are applicable for each NGS Offer that is presented on a shelf. This capability could be achieved by a hover-over functionality or by presenting the attributes on a separate display. The method chosen is at the sole discretion of the channel.

Figure 4 is an ATPCO NGS mockup display illustrating the NGS shelf concept. Each column represents a single shelf (grouping of similar airline offerings). Each item on the shelf represents the lowest priced NGS Offer that meets the criteria of the shelf based on the NGS standard’s shelf placement algorithm.

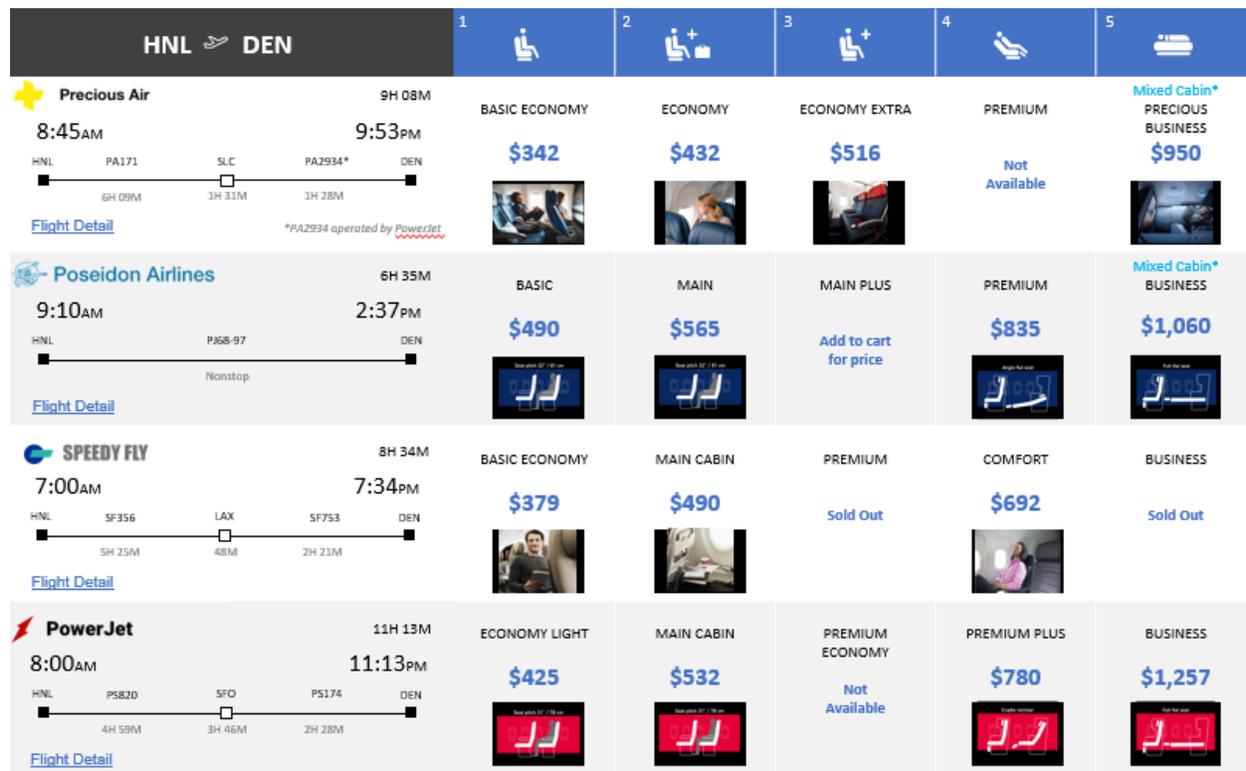


Figure 4 NGS display mockup

4.2. Multiple products on a shelf

There may be instances where multiple NGS Offers resolve to the same shelf for the same portion of travel. ATPCO recommends that the lowest priced NGS Offer is initially presented on the shelf, with the capability to drill down to view the additional NGS Offers on that shelf. This capability is necessary for NDC bundles and upsell products.

In the example in Figure 5, three NGS Offers meet the definition of Shelf 3. The lowest priced NGS Offer of \$516 is displayed on the initial NGS display, with the capability to drill down to view the remaining NGS Offers applicable for that shelf grouping.

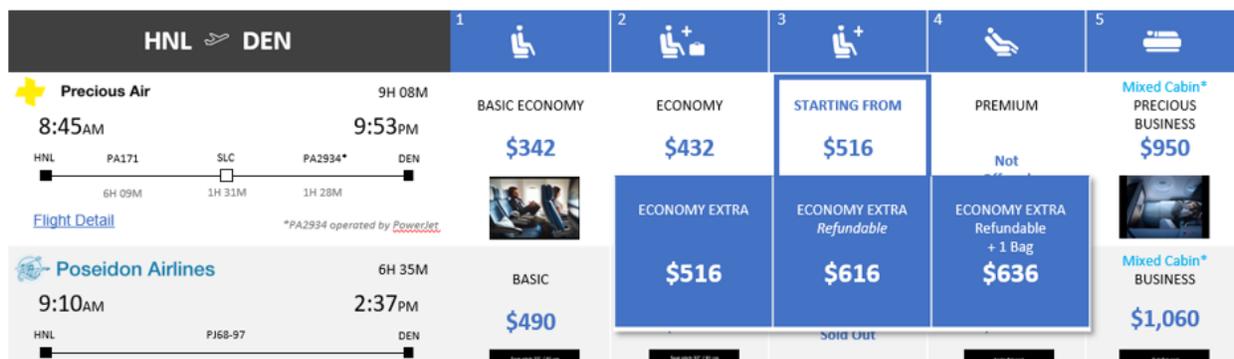


Figure 5 NGS display with multiple offers per shelf mockup

4.3. Shelf naming

4.3.1. Background

During initial discussions for NGS, ATPCO had proposed that shelf placement be designated by using star icons. However, after concerns that using stars as the only method of shelf designation would indicate a statement of value, reliability, or quality, ATPCO has withdrawn that proposal.

4.3.2. Display guidelines

ATPCO recognizes that channels will ultimately decipher a compelling use of text and graphics to signify a shelf's characteristics and does not wish to stifle any innovation in this space. However, there is a need to retain some commonality across channels, including airline retailing channels. Therefore, the NGS standard will require that a Shelf Number attribute be included in the shelf headers of the NGS display. This attribute will initially be a numeral (1-5) shown in a smaller font in the top corner of the header to indicate the shelf placement. This is enforced.

The Shelf Number attribute may be used alone or in combination with additional iconology, graphics, or text. Implementations that use visual mechanisms that imply a numeric designation (such as one star, two stars) do not need to include the shelf numeral.

As the NGS standard evolves, this numeral may be replaced with a standard icon, graphic, text, or any other mechanism the industry chooses to adopt.

Note: ATPCO asks that each channel inform ATPCO of their desired implementation pattern so that a common set of display cues for consumers may be known.

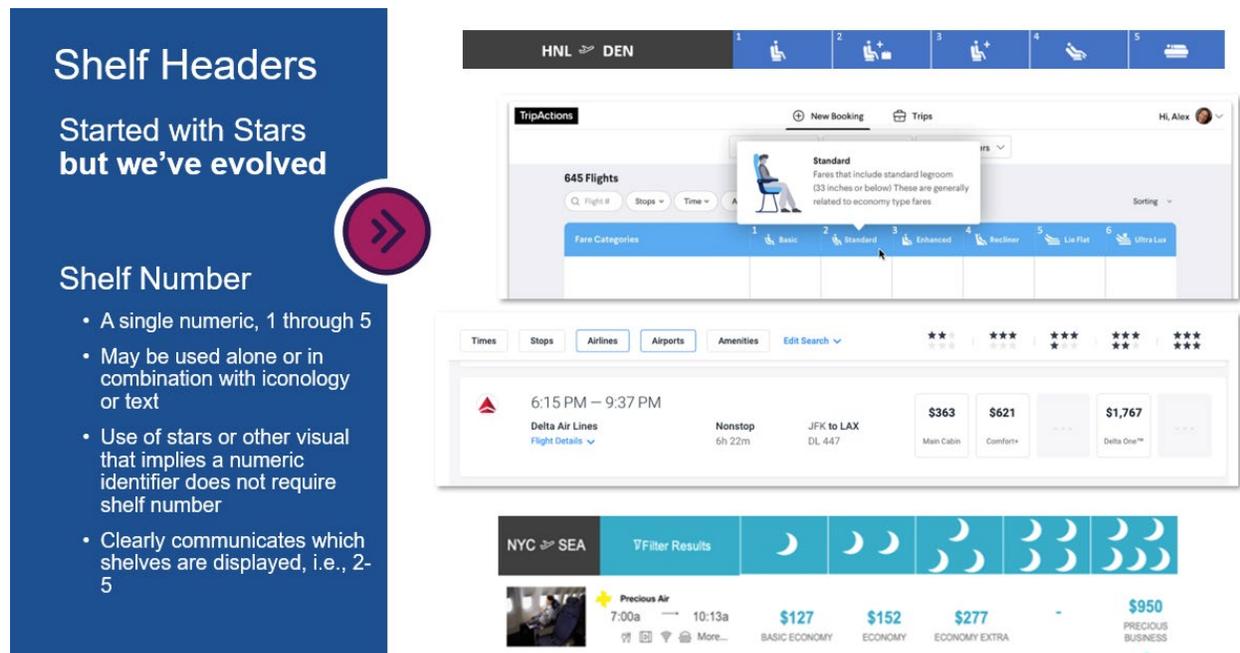


Figure 6 Enforced Shelf Number attribute in a numeral

4.3.3. Shelf Number examples

Below are four examples, each showing a combination of numbers, iconology, text, or other visual that implies a numeric designation.

4.3.3.1. Icon and Shelf Number

In this example, the icons presented are a work in progress from ATPCO. They are used within ATPCO mockups and reference implementations. These icons are not part of the NGS standard.

The Shelf Number is denoted in a smaller font in the top corner of each shelf. This is enforced.



Figure 7 Shelf number and icon

4.3.3.2. Icon with text and Shelf Number

In this example, the icons and text presented are a work in progress from TripActions. The icons and text are not part of the standard.

The Shelf Number is denoted in a smaller font in the top corner of each shelf. This is enforced.

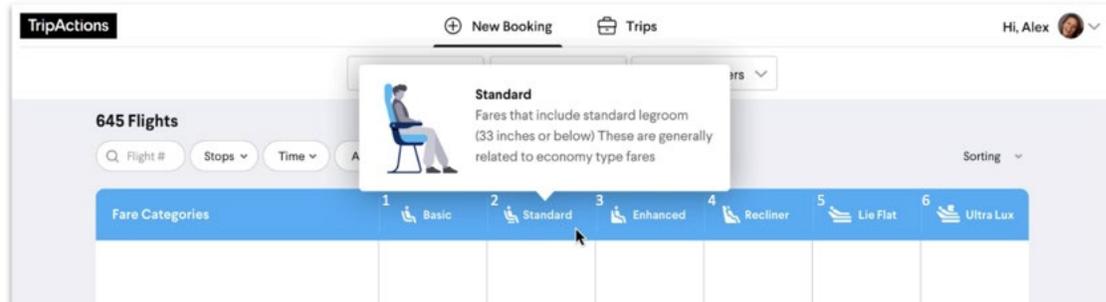


Figure 8 Shelf Number, icon, and text

4.3.3.3. Numeric equivalent: Stars

In this example, the stars motif is being used by TravelBank. The Shelf Number is not required because the stars already imply a numeric designation.

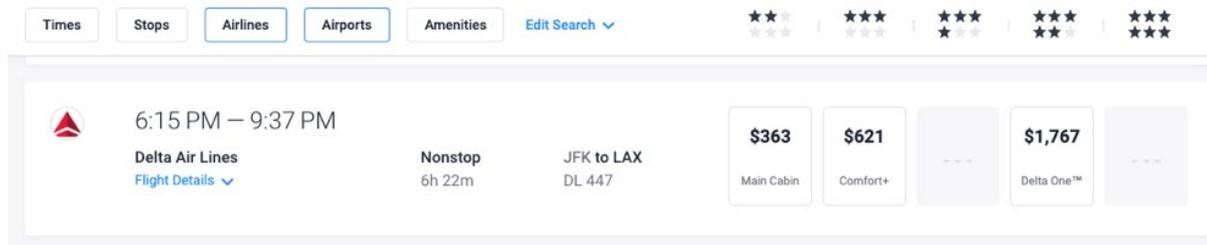


Figure 9 Numeric equivalent with stars, no Shelf Number

4.3.3.4. Numeric equivalent: Icons

This example illustrates a fictitious channel that has elected to use moons rather than stars to demonstrate shelf placement. As with stars, any mechanism that uses a numeric designation does not need to show the Shelf Number.



Figure 10 Numeric equivalent with icons, no Shelf Number

4.4. Economy upsell

Not all airlines file a fare for the Shelf 3 product. Many Shelf 3 products are offered as upsell opportunities via à la carte options during the purchase process. These upsell opportunities are usually seats located in front of the economy cabin that offer extra legroom and better amenities/attributes than other economy seats. Even though these upsells are not associated to a filed fare, ATPCO recommends that channels inform the consumer that the airline has a product for this shelf before the final purchase process begins.

The following chart lists five use cases and examples of how this messaging could be relayed to the consumer. It is ultimately up to the channels to determine the exact text to display.

Scenario	Sample Text (channel-defined)
Product is physically on the aircraft but the only way to purchase is on the airline’s website (if available)	“Go to airline.com after checkout”
Product is physically on the aircraft and may be purchased as an à la carte option in this channel (if available)	“Add to cart for price”
Product is priced and bundled with a fare via NDC, or as a discrete bundle via Branded Fares, in traditional distribution	Continue to present offer in the same manner as today
Product is sold out	“Sold out”
Product is not available	“Not available”

Figure 11 shows an ATPCO mockup of an NGS display using the above messaging recommendations to inform the consumer that additional upsell products exist for the product grouping on Shelf 3.

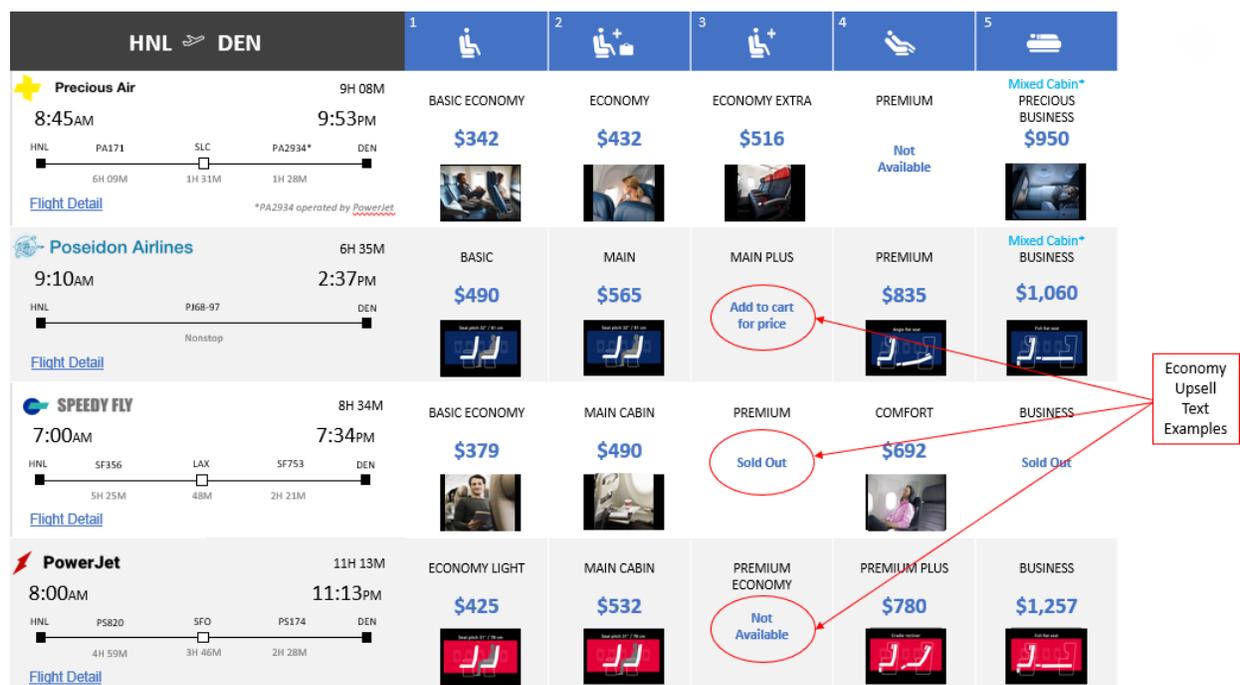


Figure 11 NGS display with messages mockup

5. Drawer best practices

5.1. General

The attributes that are part of the NGS standard are common across all airlines, allowing comparison of NGS Offers across multiple airlines and itineraries. Channels may choose to include additional airline-specific attributes in the drawer that are not part of the minimum NGS standard attributes such as upgrade eligibility and mileage accrual.

The following attributes must be presented for each leg of the NGS Offer.

Qualification Attributes	Non-Qualification Attributes
Seat Type	Checked Baggage
Seat Pitch	Refundability
Advance Changes	All Aisle Access
Advance Seat Selection	Priority Boarding
Carry-on Allowance	Lounge Access
Cabin	Wi-Fi
	Entertainment
	Power
	Food
	Beverage

5.2. Drawer example – Icons

The ATPCO mockup example in Figure 12 presents the drawers for each of the NGS Offers using icons to represent the data attributes that apply to each product offering. Each leg of the HNL—SLC—DEN travel has its own drawer.

The screenshot displays a flight booking interface for a multi-leg journey from Honolulu (HNL) to Denver (DEN) via Salt Lake City (SLC). At the top, a header shows the route HNL → DEN with five filter icons: 1. Wheelchair, 2. Wheelchair + Baggage, 3. Wheelchair + Extra Space, 4. Pets, and 5. Aircraft. Below this, a flight summary for 'Precious Air' shows a departure at 8:45 AM from HNL and arrival at 9:53 PM at DEN. The route map indicates segments: HNL to SLC (6H 09M) on flight PA171, and SLC to DEN (1H 28M) on flight PA2934*. The total price is \$342. A 'Mixed Cabin*' option is available for \$950. The interface is divided into two legs:

- Flight 1 of 2: Honolulu, HI (HNL) to Salt Lake City, UT (SLC)** (Precious Air, PA171, 6H 09M, Depart 8:45AM, Arrival 6:54PM). This leg offers:
 - BASIC ECONOMY: \$342
 - ECONOMY: \$432
 - ECONOMY EXTRA: \$516
 - PREMIUM: Not Available
 - PRECIOUS BUSINESS: \$950
- Flight 2 of 2: Salt Lake City, UT (SLC) to Denver Colorado, CO (DEN)** (PowerJet, PA2934, 1H 28M, Depart 8:25PM, Arrival 9:53PM). This leg offers:
 - ECONOMY LIGHT
 - MAIN CABIN
 - PREMIUM ECONOMY
 - PREMIUM PLUS: Not Available
 - BUSINESS

Red arrows on the left side of the image point to the drawers for Leg 1 and Leg 2, highlighting the use of icons to represent cabin attributes.

Figure 12 Example of a multi-leg display using icons for attributes for each drawer

5.3. Drawer example – Text

The ATPCO mockup example in Figure 13 presents the drawers for each of the NGS Offers for ATL—JFK travel using a combination of icons and text to represent the data attributes applicable to each product offering.

	1	2	3	4	5
PowerJet	ECONOMY LIGHT	MAIN CABIN	PREMIUM ECONOMY	PREMIUM PLUS	BUSINESS
2H 09M	\$149	\$183	Not Available	\$385	Not Available
8:31AM					
10:40AM					
ATL — Nonstop — JFK					
Summary					
Flight 1 of 1	Economy	Economy	N/A	Business	N/A
Atlanta, GA (ATL) to New York – Kennedy, NY (JFK)	Standard (31")	Standard (31")	N/A	Recliner (36")	N/A
Flight Number: PJ68	Not permitted	For a fee	N/A	For a fee	N/A
Duration: 2H 09M	At check-in	For a fee	N/A	Anytime	N/A
Depart: 8:31AM	For a fee	For a fee	N/A	For a fee	N/A
Arrival: 10:40M	1 Personal item	1 Free & Personal item	N/A	1 Free & Personal item	N/A
Less	Not Refundable	Not Refundable	N/A	Refundable for a Fee	N/A
	Basic web browsing \$	Basic web browsing \$	N/A	Streaming\$	N/A
	Overhead	Overhead	N/A	Pre-downloaded	N/A
	USB	USB	N/A	Power/USB	N/A
	Snack	Snack	N/A	Premium Snack	N/A
	Free	Free	N/A	Free	N/A
	Not Permitted	Not Permitted	N/A	Paid	N/A
	N/A	N/A	N/A	Free	N/A
	No	No	N/A	No	N/A

Figure 13 Example of a single leg display using icons and text for attributes for each drawer

5.4. Attributes as a searchable feature

Since the attributes included in the NGS standard are common across all airlines, NGS provides the ability to search for offers from multiple airlines by product features in addition to price. Figure 14 shows an example of how NGS attributes may be used as a searchable feature.

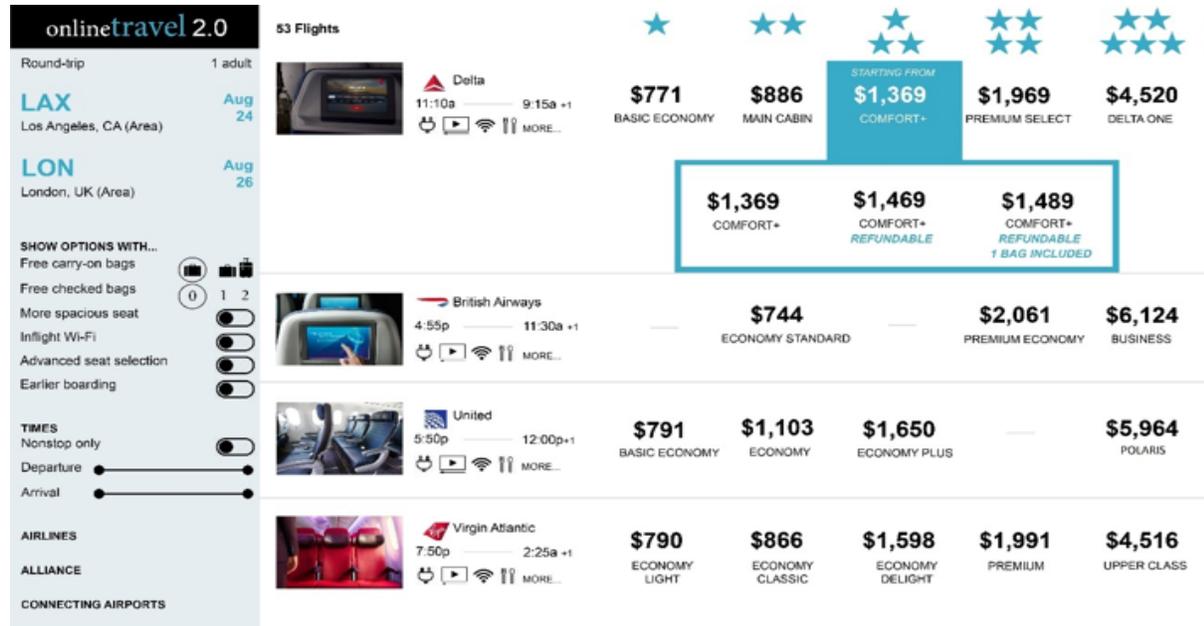


Figure 14 Example of how NGS attributes may be used as search parameters

6. Multiple legs

When an itinerary consists of multiple legs, it is up to the channel to determine how the itinerary and its airline offerings will be presented. An itinerary and its offers could be presented as a single portion of travel with all legs and offers presented in one NGS display, or it could be divided into multiple portions of travel with each portion of travel and its offers presented in separate NGS displays. This decision is dependent upon multiple factors such as channel preference, business model, system performance, and format of shopping information received.

6.1. Example of a round trip presented as a single portion of travel

Figure 15 shows a shopping request for a HNL—DEN round trip. The channel has chosen to display the entire round-trip itinerary possibilities along with each NGS Offer for the round trip in a single NGS display.

HNL → DEN → HNL December 1 December 15		1	2	3	4	5
Precious Air 8:45AM HNL PA171 SLC PA2934* 8:53PM DEN 6H 09M 1H 31M 1H 28M 9:00AM DEN PA794 1:25PM HNL Nonstop		BASIC ECONOMY \$774	ECONOMY \$983	ECONOMY EXTRA \$1140	PREMIUM Not Offered	Mixed Cabin* PRECIOUS BUSINESS \$1982
Poseidon Airlines 10:00AM HNL PS97 7:34PM DEN Nonstop 7:10AM DEN PS101 11:35AM HNL Nonstop		BASIC \$980	MAIN \$1130	MAIN PLUS Add to cart for price	PREMIUM \$1670	Mixed Cabin* BUSINESS \$2120
SPEEDY FLY 7:00AM HNL SF356 LAX SF753 6:34PM DEN 5H 25M 48M 2H 21M 9:45AM DEN SF356 2:10PM HNL Nonstop		BASIC ECONOMY \$789	MAIN CABIN \$1030	PREMIUM Sold Out	COMFORT \$1494	BUSINESS \$1966
PowerJet 8:00AM HNL PJ820 SFO PJ174 10:13PM DEN 4H 59M 3H 46M 2H 28M 8:10AM DEN PJ720 SFO PJ274 2:30PM HNL 2H 45M 53M 5H 42M		ECONOMY LIGHT \$850	MAIN CABIN \$1064	PREMIUM ECONOMY \$1200	PREMIUM PLUS \$1560	BUSINESS \$2514

Figure 15 Example of round trip presented as a single portion of travel

6.2. Example of a round trip presented as multiple portions of travel

In Figure 16 and Figure 17, a shopping request has been made for HNL—DEN round trip. The channel has chosen to present the round trip itinerary in multiple NGS displays. The outbound HNL—DEN travel options and offers are presented first, followed by the inbound DEN—HNL travel options and offers.

The outbound HNL—DEN travel options, along with each of their NGS Offers, is displayed first:

HNL → DEN		1	2	3	4	5
Precious Air 8:45AM HNL PA171 SLC PA2934* DEN 8:53PM 6H 09M 3H 31M 3H 28M *PA2934 operated by PowerJet Flight Detail	9H 08M	BASIC ECONOMY \$342	ECONOMY \$432	ECONOMY EXTRA \$516	PREMIUM Not Offered	Mixed Cabin* PRECIOUS BUSINESS \$950
Poseidon Airlines 10:00AM HNL PS97 DEN 7:34PM Nonstop Flight Detail	6H 34M	BASIC \$490	MAIN \$565	MAIN PLUS Add to cart for price	PREMIUM \$835	BUSINESS \$1060
SPEEDY FLY 7:00AM HNL SF356 LAX SF753 DEN 6:34PM 5H 25M 48M 2H 21M Flight Detail	8H 34M	BASIC ECONOMY \$379	MAIN CABIN \$490	PREMIUM Sold Out	COMFORT \$692	COMFORT \$957
PowerJet 8:00AM HNL PJ820 SFO PJ174 DEN 10:13PM 4H 59M 3H 46M 2H 28M Flight Detail	11H 13M	ECONOMY LIGHT \$425	MAIN CABIN \$532	PREMIUM ECONOMY \$600	PREMIUM PLUS \$780	BUSINESS \$1,257

Figure 16 Example of round trip presented as multiple portions of travel, outbound

Once the shopper chooses the outbound NGS Offer, the inbound DEN—HNL travel options along with each of their NGS Offers are presented.

DEN → HNL		1	2	3	4	5
Precious Air 9:00AM DEN PA794 HNL 1:25PM Nonstop Flight Detail	7H 25M	BASIC ECONOMY \$432	ECONOMY \$551	ECONOMY EXTRA \$624	PREMIUM Not Offered	PRECIOUS BUSINESS \$1032
Poseidon Airlines 7:10AM DEN PS101 HNL 11:35AM Nonstop Flight Detail	7H 25M	BASIC \$490	MAIN \$565	MAIN PLUS Add to cart for price	PREMIUM \$835	BUSINESS \$1060
SPEEDY FLY 9:45AM DEN SF836 HNL 2:10PM Nonstop Flight Detail	7H 25M	BASIC ECONOMY \$410	MAIN CABIN \$540	PREMIUM Sold Out	COMFORT \$802	BUSINESS \$1,009
PowerJet 8:10AM DEN PJ720 SFO PJ274 HNL 2:30PM 2H 45M 53M 5H 42M Flight Detail	9H 20M	ECONOMY LIGHT \$425	MAIN CABIN \$532	PREMIUM ECONOMY \$600	PREMIUM PLUS \$780	BUSINESS \$1257

Figure 17 Example of round trip presented as multiple portions of travel, inbound

6.3. Different services per leg

When services are different for the legs in a portion of travel presented in a single NGS display, the attributes in the drawer should be presented per leg for consumer awareness. Additionally, when the shelf placement for each leg in a portion of travel is not the same, disclose this difference to the consumer. How and at which point in the process flow the disclosure is made is at the channel’s discretion.

The example in Figure 18 presents the NGS Offers applicable for the portion of travel HNL—SLC—DEN. For the NGS Offer on Shelf 5, the HNL—SLC leg offers a full flat seat resulting in Shelf 5; the SLC—DEN leg offers a recliner seat resulting in Shelf 4. Since each leg of travel does not result in the same shelf placement, disclosure is made in this example by the text “Mixed Cabin*” and presenting the attributes for each leg separately.

	BASIC ECONOMY	ECONOMY	ECONOMY EXTRA	PREMIUM	PRECIOUS BUSINESS
Cabin	Economy	Economy	Economy	N/A	Business
Seat Pitch/Type	Standard (31")	Standard (31")	Above Avg Legroom (34")	N/A	Full Flat Seat
Advance Changes	Not permitted	For a fee	For a fee	N/A	For a fee
Advance Seat Selection	At check-in	For a fee	Anytime	N/A	Anytime
Checked Baggage	For a fee	For a fee	For a fee	N/A	2 Free
Carry on Allowance	1 Personal Item	1 Free & Personal Item	1 Free & Personal Item	N/A	1 Free & Personal Item
Refundability	Not Refundable	Not Refundable	Not Refundable	N/A	Refundable for a Fee
Wi-Fi	Basic web browsing \$	Basic web browsing \$	Basic web browsing \$	N/A	Streaming \$
Entertainment	Overhead	Overhead	Seatback	N/A	Pre-downloaded
Power	USB	USB	Power/USB	N/A	Power/USB
Food	Light Meal	Light Meal	Light Meal	N/A	Meal
Beverage	Free	Free	Free	N/A	Free
Priority Boarding	Not permitted	Not permitted	Not permitted	N/A	Free
Lounge Access	N/A	N/A	N/A	N/A	Free
All Aisle Access	No	No	No	N/A	Yes

Figure 18 An itinerary where offers have different shelf placement per leg, display 1

HNL DEN

1

2

3

4

5

Precious Air 9H 08M

8:45AM 9:53PM

[Summary](#) *PA2934 operated by PowerJet

\$342
\$432
\$516
Not Offered
Mixed Cabin*
\$950

Flight 2 of 2 		ECONOMY LIGHT	MAIN CABIN	PREMIUM ECONOMY	PREMIUM PLUS	BUSINESS
Salt Lake City, UT (SLC) to Denver Colorado, CO (DEN)						
Cabin Flight Number: PA2934 Duration: 1H 28M Depart: 8:25PM Arrival: 9:53PM Less		Economy	Economy	Economy	N/A	Business
Seat Pitch/Type Advance Changes Advance Seat Selection Checked Baggage Carry on Allowance Refundability Wi-Fi Entertainment Power Food Beverage Priority Boarding Lounge Access All Able Access		Standard (31")	Standard (31")	Above Avg Legroom (37")	N/A	Recliner
		Not permitted	For a fee	For a fee	N/A	For a fee
		At check-in	For a fee	Anytime	N/A	Anytime
		For a fee	For a fee	For a fee	N/A	2 Free
		1 Personal item	1 Free & Personal item	1 Free & Personal item	N/A	1 Free & Personal item
		Not Refundable	Not Refundable	Not Refundable	N/A	Refundable for a Fee
		Basic web browsing \$	Basic web browsing \$	Basic web browsing \$	N/A	Basic web browsing \$
		Own device	Own device	Own device	N/A	Own device
		None	None	None	N/A	USB
		Snack	Snack	Snack	N/A	Premium Snack
		Free	Free	Free	N/A	Free
		Not permitted	Not permitted	Not permitted	N/A	Free
		N/A	N/A	N/A	N/A	No
		No	No	No	N/A	No

Figure 19 An itinerary where offers have different shelf placement per leg, display 2

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November 2019

Appendix A: Shelf placement algorithm

The following grid summarizes the shelf placement algorithm and qualification attributes for the US Domestic NGS standard. Full details for determining shelf placement (and drawer attributes) are documented in the ATPCO industry standard document, **Next Generation Storefront (NGS) Industry Standard**, which should be referenced for NGS implementation.

US Domestic version 1.0, 1 October 2019

	Shelf 1	Shelf 2	Shelf 3	Shelf 4	Shelf 5
Attributes	Seat Pitch = < 34"	Seat Pitch = < 34"	Seat Pitch = ≥ 34", or Seat Type = Middle Seat Free or Skycouch, or Seat Pitch = < 34" and Seat Type = Recliner, or Seat Type = Recliner and Cabin = Economy	Seat Type = Recliner and Seat Pitch = ≥ 36" and Cabin is not Economy	All Seat Types in cabin = Flat
Advance Changes = Free or For a Fee	N Y N N	Y Y N Y			
Advance Seat Selection = Permitted	N N Y N	Y N Y Y			
Carry-on Baggage = First Carry-on Free	N N N Y	N Y Y Y			