



Model of Excellence

FlightStats

Company:	Business Model:
Conductive Technology Corp. Portland, OR www.flightstats.com	Advertising & Transaction Supported: Free with Third-Party Ads

Business Model

The **Advertising and Transaction Supported: Free with Third-Party Ads** business model generally depends on broad interest content to drive strong site traffic which in turn fuels direct and syndicated advertising sales.

Overview

The FlightStats website is a tour de force of powerful and elegant data aggregation, interpretation and presentation. Simply put, it tells you as much as you'd ever want to know about any specific airport, airline or specific flight, valuable information ranging from on-time performance statistics to real-time tracking of planes in flight.

By combining public domain data and licensed feeds, FlightStat's most intriguing capability is to be able to show you a map of a plane in flight, driven by updates from the plane's cockpit for unparalleled accuracy. If a plane is late taking off or encounters delays while in flight, FlightStat users are among the first to know, either by visiting the website or through free email alerts.

In addition to real-time current data, the site has also aggregated an impressive base of historical data through which it can calculate on-time performance statistics for specific flights. In addition, the site cuts through murky code-share arrangements to tell you what airline is really operating any given site. Not surprisingly, FlightStats has also introduced user-generated content and social networking features to add additional depth to the site. Most of the services FlightStats offers are available as weblets or widgets for free download and use on travel sites and personal web pages. There are free versions of flight status, flight ratings, airport delays and more. So users can come to the site to do their homework or install the tools on their own web pages, share their flight status with friends and serve them up to their own site visitors.

The list of available content is very long, and yes, some of it can be found on other websites. What makes FlightStats so powerful is its intelligent aggregation and combination of data that yields useful and valuable insights that the raw data elements alone don't provide. Couple this base of air travel intelligence with real-time tracking and alerting features, and it becomes easy to see why FlightStats has been able to grow to over 1 million visitors per month and nearly 200,000 registered users in just over two years.