

Distribution Roundtable – Discussion Outline

I. Channel Management

- A. Affiliates vs. Distribution Partners
- B. Retail vs. Wholesale Channels
- C. Platforms
- D. Responsibility and Remedies

II. Parity

- A. Rate
 - 1. Qualified Rates
 - 2. Direct or Indirect Access - Metasearch
- B. Availability
- C. Inventory
 - 1. Excluded Rooms
- D. Loyalty Program Benefits
- E. Content
- F. SEO / SEM Limitations and Requirements
- G. Anti-Trust Implications / Update

III. IP Protection

- A. Trademarks
- B. Copyrights
- C. Affiliates and Distribution Partners
- D. Distributor Generated Content – Access, Derivatives, Translations
- E. Keyword Restrictions
- F. Negative Keywords

IV. Taxes

- A. Changing Business Models and Payment Models
- B. Commitments
- C. Indemnity

V. Pricing

- A. Resale Price Maintenance
 - 1. Standalone
 - 2. Package
- B. Discounting
- C. Closed Groups
- D. Platforms

VI. Miscellaneous

- A. Mandatory Disclosures
 - 1. Fees, Total Price
- B. Reviews
- C. Third-Party Content
- D. Group Segment