Airbus Product Safety

Media in a high profile accident

Presented by
Thierry THOREAU, Director of Flight Safety
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.”
• “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
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.
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
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
<table>
<thead>
<tr>
<th>Year</th>
<th>Model</th>
<th>Parameters</th>
<th>FDR/Storage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>A300B2</td>
<td>100 parameters</td>
<td>30 mins Magnetic tape</td>
</tr>
<tr>
<td>1982</td>
<td>A310</td>
<td>150 parameters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1990</td>
<td>350 parameters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2002</td>
<td>700 parameters</td>
<td></td>
</tr>
<tr>
<td>1988</td>
<td>A320</td>
<td>250 parameters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1990</td>
<td>420 then 550 parameters (1998)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2002</td>
<td>850 then 1200 parameters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1998</td>
<td>750 parameters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2002</td>
<td>1400 parameters</td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>A380</td>
<td>3300 parameters</td>
<td>2 hours Solid state</td>
</tr>
</tbody>
</table>
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