



# Measuring Broadband America

Federal Communications Commission

445 12th Street, SW Washington, DC 20554

3 May 2017

# Agenda









































- Home view update
- Automated validation update
- Key dates
- Speedtier policy
- New weighting formula
- AOB

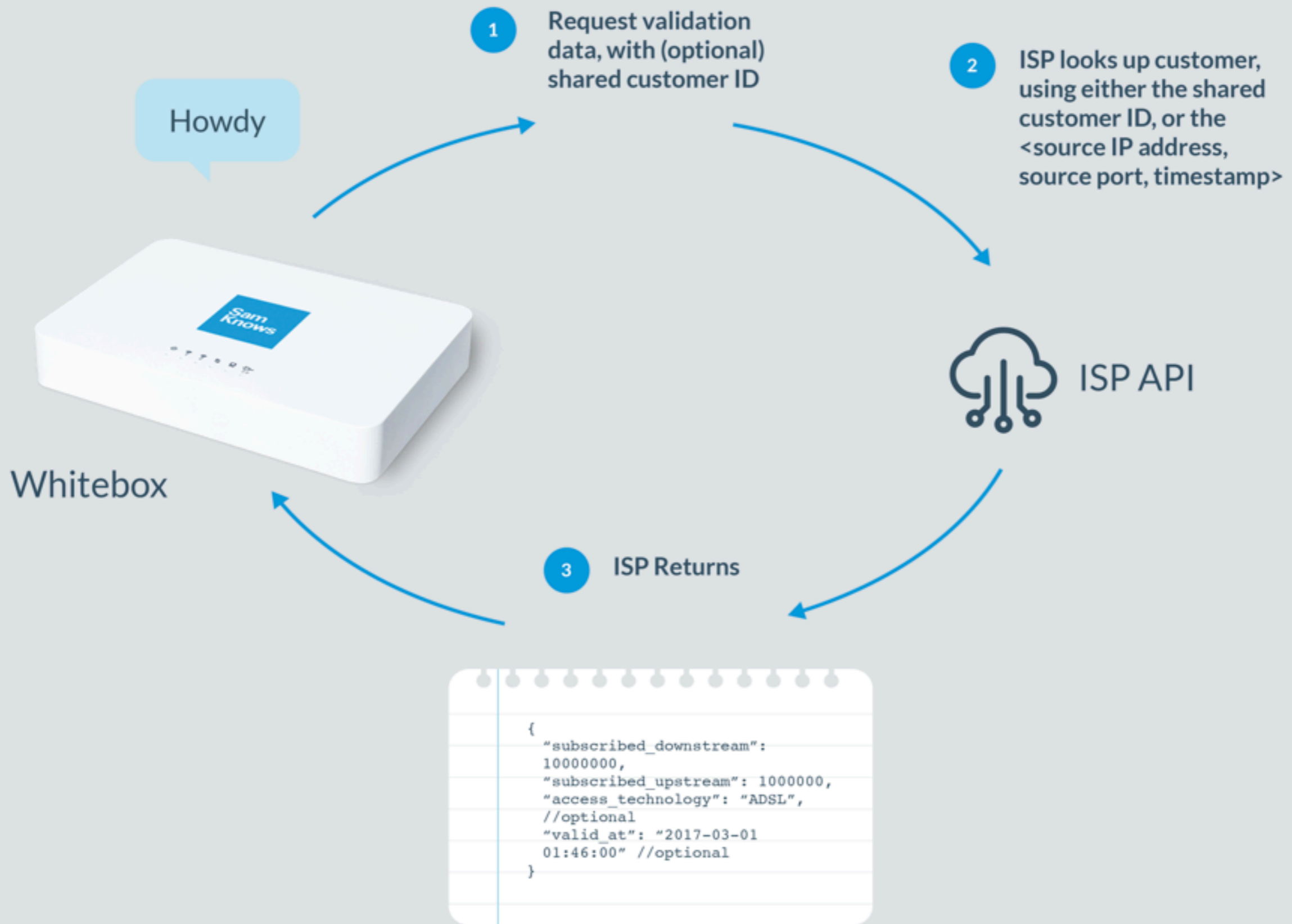
# Internet Health

See your most recent test results below. For more detail, check out our more detailed historical analytics. We passionately believe that this data can be used to not only improve your own internet experience, but also internet connectivity, accessibility and quality for all.



## Latest test results from the Whitebox

<div><div></div><div>Download</div><div></div></div> <table><tr><td>Advertised</td><td>Actual</td></tr><tr><td>100 Mbps</td><td>88 Mbps</td></tr><tr><td>Percentage</td><td>88% </td></tr></table>	Advertised	Actual	100 Mbps	88 Mbps	Percentage	88% 	<div><div></div><div>Upload</div><div></div></div> <table><tr><td>Advertised</td><td>Actual</td></tr><tr><td>100 Mbps</td><td>88.4 Mbps</td></tr><tr><td>Percentage</td><td>88.4% </td></tr></table>	Advertised	Actual	100 Mbps	88.4 Mbps	Percentage	88.4% 	<div><div></div><div>Latency</div><div></div></div> <table><tr><td colspan="3">Data delay</td></tr><tr><td>Milliseconds</td><td>8.61ms</td><td></td></tr></table>	Data delay			Milliseconds	8.61ms							
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# Key dates

APRIL

20

Subscriber data  
requested from ISP

APRIL

27

Subscriber data  
returned

MAY

5

Sample plan  
sent to ISPs

MAY

5

Final draft of  
charts provided to  
FCC

MAY

9

Home view released  
in USA

MAY

18

Feedback from ISPs  
on sample plan  
received

# Current Methodology

<b>ISP Average</b>	Weighted mean of service tier medians Service tier averages are not weighted
<b>Weight Variables</b>	The number of subscribers on a service tier (out of the total population of subscribers); and the number of Whiteboxes on a service tier (out of the total sample of Whiteboxes)
<b>Note</b>	The number of Whiteboxes affects the weight. Providing we have enough Whiteboxes on a tier, we trust its results and have no need to weight it.

# Proposed Methodology

		Status
<b>ISP Average</b>	Weighted mean of service tier medians Service tier averages are not weighted	<b>Unchanged</b>
<b>Weight Variables</b>	The number of subscribers on a service tier (out of total population of subscribers)	<b>Changed</b>
<b>Note</b>	The number of Whiteboxes on a tier no longer influences weights. It doesn't matter if the universe of subscribers is all US subscribers or the ISPs total subscribers; the ratios are the same so the resulting ISP average is the same.	

# Comparison with historical data

ISP (anonymised)	Current Approach	Proposed Approach
ISP A	82.14%	82.34%
ISP B	116.07%	116.54%
ISP C	96.6%	95.78%
ISP D	112.01%	111.94%
ISP E	115.25%	116.26%
ISP F	110.76%	110.51%
ISP G	108.74%	107.99%

The September 2016 dataset was used with both the current weighting approach and the proposed simplified weighting approach



# MBA Policy: Addition & Deletion of Tiers

# Issue

- MBA has a clear policy for inclusion of an ISP tier:
  - The minimum threshold required to include a speedtier is either 30,000 subscribers and at least 5% of the subscriber base of the participating ISP.
  - This balances capital impact and practicality of recruitment vs. inclusiveness
- MBA has not defined a policy to delete services tiers
  - There is minimal cost to maintain tiers
  - Very few tiers have been removed from the MBA report in the past
    - Tier moved to higher speed after upgrades of infrastructure by the ISP (e.g, DOCSIS 2 to DOCSIS 3)
    - In case of merger: tier became repackaged as the merged company's tier
    - Tier did not have sufficient samples for inclusions in the report
    - For example, a tier may have had sufficient panelists at the beginning of the testing month, but after testing completed, fewer than 25 panelists remain for reporting

# On-boarding Policy

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The minimum threshold required to include a speedtier is 30,000 subscribers and at least 5% of the subscriber base of the participating ISPs. This threshold is in place to ensure that we are measuring the ISP's most popular speedtiers and that it is practical to recruit sufficient panelists.

# Speedtier Removal Policy

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We will continue to solicit panelists for the tier as long as the tier has a minimum of 30,000 subscribers. Should the number of total subscribers served by a carrier for a given tier fall below 30,000 subscribers, we will stop soliciting panelists for that tier. Pursuant to the program's data quality policies for the annual reports, we will remove the tier from the inclusion in an MBA annual report when the number of panelists falls below a statistically valid number.

# Reasoning

- Ideally we would like to report on all tiers of an ISP. However there are costs associated with the addition of tiers:
  - Soliciting panelists for the tier
  - Supplying them with Whiteboxes
- Thus the MBA policy has been to only add tiers that have a minimum of 5% of the ISP's total subscribers.
- Once a tier is added there is very little cost in maintaining the tier, even if membership falls below 5%.
- An ISP could have multiple set of tiers within a speed range where each tier represents <5% of the total subscriber count, but the total of all these tiers could add to >5%.
- The ISP speeds are weighted by the subscribership population for the tiers. Tiers with low subscribers numbers will have little effect on an ISPs overall average speed.
- For the cases where an ISP has legacy tiers that it no longer actively advertises, the MBA report can include a note to indicate this

AOB

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