

The logo consists of a blue square containing the text "Sam Knows" in white, stacked vertically.

Sam  
Knows

# Measuring Broadband America: Mobile Collaborative Meeting

Federal Communications Commission

445 12th Street, SW Washington, DC 20554

10 March 2016



# MMBA Project Policies

Key focus points of the MMBA report.

- Focus on a structure similar to the fixed MBA program.
- Open data program.
- 3rd party peer review to maintain privacy standards.
- Technical Appendix that describes methodology & approach. The FCC requests feedback on this
- Review period by Carriers
- Aggregated data to achieve statistical significance (CMA level / National level)

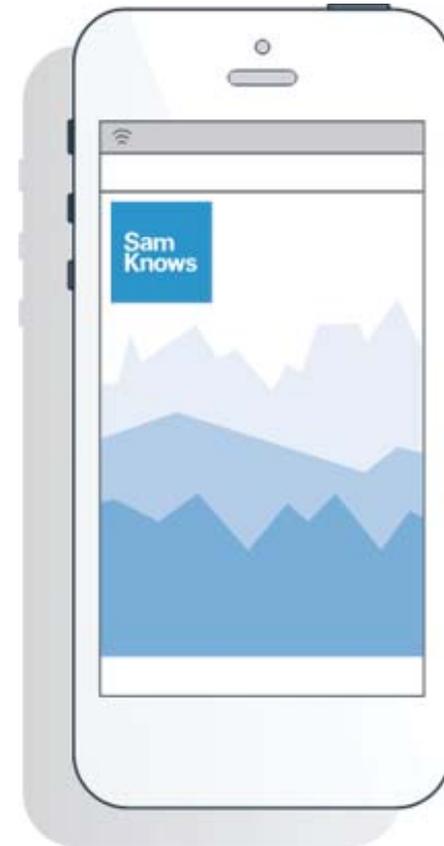
# Sample Size

The importance of sample in the MMBA project

There are factors beyond the control of the Operators that affect mobile internet performance.

- **The test end point (server)**
- **A self selecting sample**
- **The handset**
- **The physical environment**

Some of these are easy to address.





# Factors Affecting the MMBA Data Collection

[Key points affecting the data collection.](#)

## Test End Point (server)

- The MMBA project uses its own server infrastructure provided by Level 3 and M-Labs
- Each server has a minimum spec and connectivity and the health of these servers is monitored very closely by SamKnows.
- In 2016 we are launching a new public monitoring portal that will show the performance of these servers, in real time and historically.

## The Self Selecting Sample

- The MMBA platform collects both self-initiated tests and scheduled tests.



# Factors Affecting the MMBA Data Collection

Key points affecting the data collection.

## The Handset

- To restrict the availability of the MMBA app to specific handsets would be in conflict with the FCC commitment to openness and inclusivity.
- In some countries SamKnows uses hardware devices to eliminate the variability caused by different handsets.
- The handset data is in and of itself an important data point in measuring customer experience and should be collected as a requirement in post collection analysis, rules will be developed regarding how to address the variability introduced the different handsets.

## The Physical Environment

- It is imperative to collect as much data as possible about the physical environment.

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