Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of	)	
	)	
Development of Nationwide Broadband Data to	)	
Evaluate Reasonable and Timely Deployment of	)	
Advanced Services to All Americans,	)	Docket No. 07-38
Improvement of Wireless Broadband	)	
Subscribership Data, and Development of Data on	)	
Interconnected Voice over Internet Protocol	)	
(VoIP) Subscribership	)	

REPLY COMMENTS OF SPRINT NEXTEL CORPORATION

Sprint Nextel Corporation ("Sprint Nextel") respectfully submits the following reply comments in response to the Federal Communications Commission's ("FCC" or "Commission") Notice of Proposed Rulemaking ("NPRM") concerning changes to its data collection on broadband availability and subscribership.[1] The FCC received a broad range of responses to its questions, reflecting both the interest in obtaining additional information, as well as the numerous difficulties associated with producing it. Sprint Nextel responds here to the issue of reporting more granular location and subscribership data using 9-digit Zip Codes.

Despite the fact that there are well-recognized deficiencies associated with the provision of data categorized by 5-digit Zip Code, some commenting parties support the provision of data based on an even more complicated and granular basis, 9-digit Zip Codes. While this level of granularity may be helpful in some respects, some commenting parties fail to recognize the enormous burden associated with providing such data, as well as the flaws with using data by

[1] *Development of Nationwide Broadband Data to Evaluate Reasonable and Timely Deployment of Advanced Services to All Americans, Improvement of Wireless Broadband Subscribership Data, and Development of Data on Interconnected Voice over Internet Protocol (VoIP) Subscribership,* WC Docket No. 07-38, *Notice of Proposed Rulemaking*, FCC 07-17 (released April 16, 2007) .

Zip Code, whether 5- or 9-digit.[2] Sprint Nextel and other providers of broadband services oppose the provision of data at the 9-digit level because: (1) it represents an enormous burden for both the filers as well as the Commission; (2) data by 9-digit Zip Codes merely magnify the flaws inherent in 5-digit Zip Code reporting; and (3) the Commission can and should obtain better information from public-private partnerships.[3]

Among the flaws associated with zip code-based reporting is the fact that wireless service providers' device and subscribership information is based on billing addresses, not the actual locations where customers use their broadband services, and reporting this information by Zip Code may not always provide a true picture of broadband availability. Thus, broadband service may not be available in 5-digit Zip Codes identified as having subscribers based on billing addresses. Moving to 9-digit reporting does nothing to correct that inherent flaw and, instead, would merely cause the flaws associated with reliance on billing information to become more obvious because more 9-digit Zip Codes may be reported as having subscribers where, in fact, no broadband service is available. In addition, smaller areas associated with the 9-digit Zip Codes – which may represent a store or a floor of a building -- are even less correlated with geographic boundaries and demographic information than are 5-digit Zip Code areas, and therefore analysis of broadband availability may very well not be enhanced with 9-digit Zip Code reporting.

Because there is a high price associated with the increased granularity of data, the Commission should be certain that the information cannot be obtained from other sources. As Sprint Nextel noted in its opening comments, there are numerous public and private sources that

[2] Many of the supporters of 9-digit Zip Codes are not providers of broadband services and do not provide Form 477 data to the Commission. *See, e.g.*, Comments of Alliance for Public Technology at 8; Communications Workers of America at 3-4; Consumers Union, Consumer Federation of America and Free Press at 35; Massachusetts Department of Telecommunications and Cable and the Maine Public Utility Commission at 9; State of Illinois at 4.

[3] Sprint Nextel noted its opposition to 9-digit Zip Code reporting in its Comments at 9, fn. 8. Other options include geocoded data and data by census block. Sprint Nextel stated that it could produce geocoded data. However, reporting of information by census block would be very costly and difficult to produce.

may already compile this or similar information. Therefore, before imposing additional costs and burdens on the industry, the Commission should ensure that the information is not available elsewhere and carefully balance the benefits of the additional information relative to the cost burden on broadband service providers.

Finally, if the Commission requires providers to submit information by 9-digit Zip Codes, it must modify its reporting forms to accommodate the additional data it is requiring. The current Form 477 is not designed for the huge files that will accompany 9-digit granularity, and inadequate forms will increase the burden on all reporting carriers.

Sprint Nextel reiterates that the data currently provided to the Commission is highly confidential, and more granular information will be even more competitively sensitive. The Commission therefore must provide assurances and processes such that the data will not be released to the public.

Respectfully submitted,

SPRINT NEXTEL CORPORATION

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