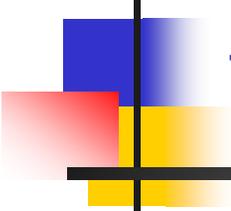




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A decorative graphic consisting of a vertical black line intersecting a horizontal black line. To the left of the intersection, there are three overlapping squares: a blue one on top, a red one on the left, and a yellow one on the bottom.

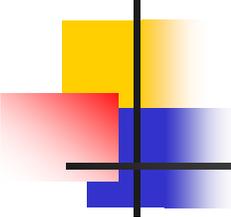
# Telecommunications Industry Association

## **Roadmap on The National Broadband Plan**



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A decorative graphic consisting of overlapping colored squares (yellow, red, blue) and a black crosshair.

## Who We Are

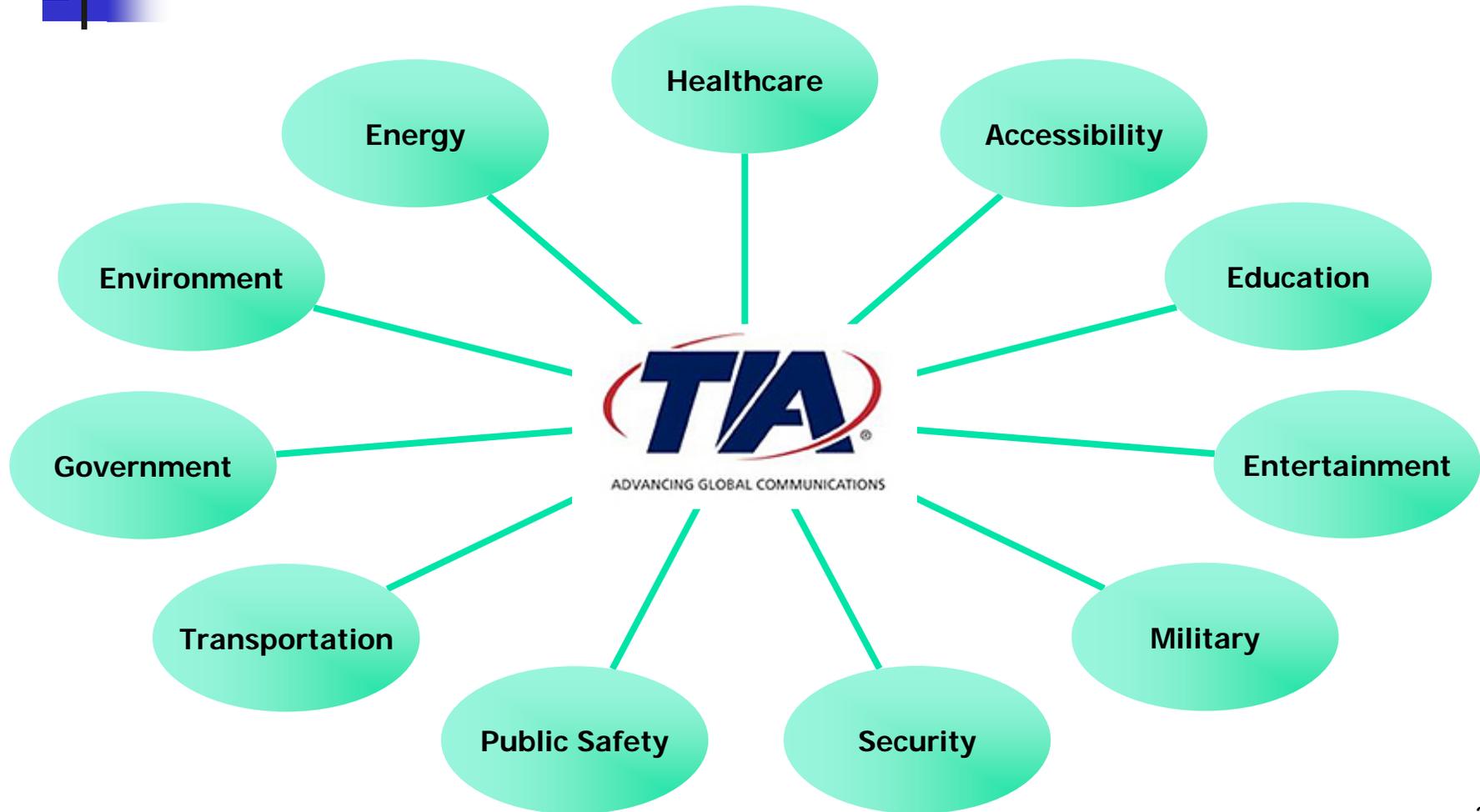
- Leading trade association in support of information and communications technology (ICT)
  - Approx. 500 member companies
- Shared goals with FCC
  - Drive broadband deployment
  - Facilitate spread of ICT
- Backbone of broadband industry
  - Supply products and services used in provision of broadband and broadband-enabled applications



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# Interest Across Sectors





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# TIA Broadband Roadmap

- TIA vision for a broadband roadmap:
  - Develop agenda with clear goals and benchmarks
  - Promote economic and social benefits of broadband
  - Target specific action items over next 30 months



# Six Key Goals in 2010

1. Stimulate broadband investment and innovation
  - Stable regulatory environment:
    - Generally applicable laws and competition among providers best protect consumer interests
  - Develop a detailed, granular broadband mapping tool that tracks availability and uptake
  - Focus on adoption through Lifeline/Link-Up and programs to drive computer ownership
  - Ensure that providers of broadband and IP-enabled services are subject to an exclusively federal regulatory regime



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# Six Key Goals in 2010

2. Provide broadband opportunities to all Americans
  - Transition high-cost USF support toward next-generation broadband networks
  - Extend and make permanent the Rural Health Care Pilot Program
  - Additional funding for broadband deployment and adoption
  - Voluntary industry efforts to ensure broadband accessibility by those with disabilities
  - Interagency accessibility symposium with public/private participation (clearinghouse)



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# Six Key Goals in 2010

3. Forward looking spectrum management
  - Spectrum in pipeline (AWS-3 and AWS-2) and gaining new bands for commercial mobile broadband providers
  - Spectrum inventory
  - Commit to globally harmonize spectrum
  - Market-based regulatory approach
4. Interoperable broadband public safety network
  - Prompt resolution of D Block proceeding
  - Use of commercially available technologies
  - Role for federal funding and shared network



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## Six Key Goals in 2010

5. Fair trade and competition
  - Promote U.S. broadband industry overseas
  - International technological neutrality
6. Support R&D in support of broadband
  - Federal funding, tax credits, expensing provisions, and other initiatives
  - Direct research towards next generation network issues



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# Ubiquitous Broadband

- As the NBP process proceeds, TIA can be an important partner in the process
  - TIA can serve as a key resource on technical and product development issues



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