Participant Data Fields

SERVICE LEVEL FIELDS	DESCRIPTION
Customer ID	This is the number that will be used in all future information exchange as a proxy for identifying the participant. This should be the number that is used by the ISP as standard for identifying customers.
Customer Name	This is the name that is associated with the account by the ISP. It may differ from the participant's name. If it does differ then SamKnows will contact the participant and ensure that the account holder has accepted the user terms and conditions.
Customer Address	This is the address associated with the account.
Billing Zip	See Customer Address
Billing State	See Customer Address
Name of Service Tier	This is a request for the marketed product name used by the ISP with any other information that can be provided such as speed, usage caps, additional features, and so on.
Service Inception Date	This is the date that the customer first became active on the current Service Tier.

CPE FIELDS†	DESCRIPTION
Sync Speed or Line Speed	This is the line speed as reported at the DSLAM.
IP Address	This is the IP address of the participant's modem.
Device and Specification	This is the modem make and model.

† Note: SamKnows is developing a test to record this information

ENGINEERING FIELDS	DESCRIPTION
Distance from Termination Point	This is the copper/electrical length of the loop from the customer premises to the DSLAM.
Line loss	This is the line loss in decibels that we may use as a proxy for the above to assist in determining copper length.

What information do we need from the ISPs?

(Suggestion: Subscribers and Service Tiers by State)

ISP Participation In Panel Recruitment

Multi-Mode Media

Recruitment for phase 1 of this project is via an opt-in form, promoted by the FCC and picked-up by the American Media. The messaging should be around "Put your broadband to the test".

- ✓ FCC Twitter →
- ✓ FCC Blog →
- ✓ SamKnows.com →
- ✓ Consumer Media →
- ✓ Tech. Media →
- ✓ Social Media →
- ISP Emails →

Form

All volunteers are directed to: www.testmyisp.com, where to complete an application form.

Test

Those from the appropriate buckets are asked to speedtest their connection.

Terms

On validating the speed, the selected volunteers are asked to complete the user terms.

Finalize

SamKnows then use this pool to build the initial panel of 10,000.

1 Initial volunteers

2

3

4 Final panel

→ **50%** Drop off through not completing speedtest.

→ **5%** Drop off through not completing terms.

→ **10%** Drop off through not switching on the Whitebox.

Speed-test duration?

(Suggestion: 30 seconds, every 2 hours)

- End -