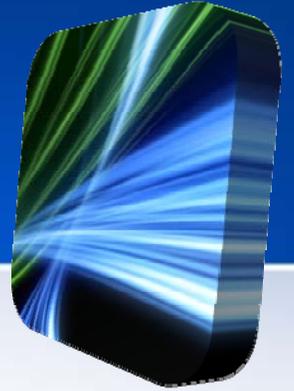


# The WISP Industry Today

**Brian Webster Consulting**  
**WirelessMapping.com**



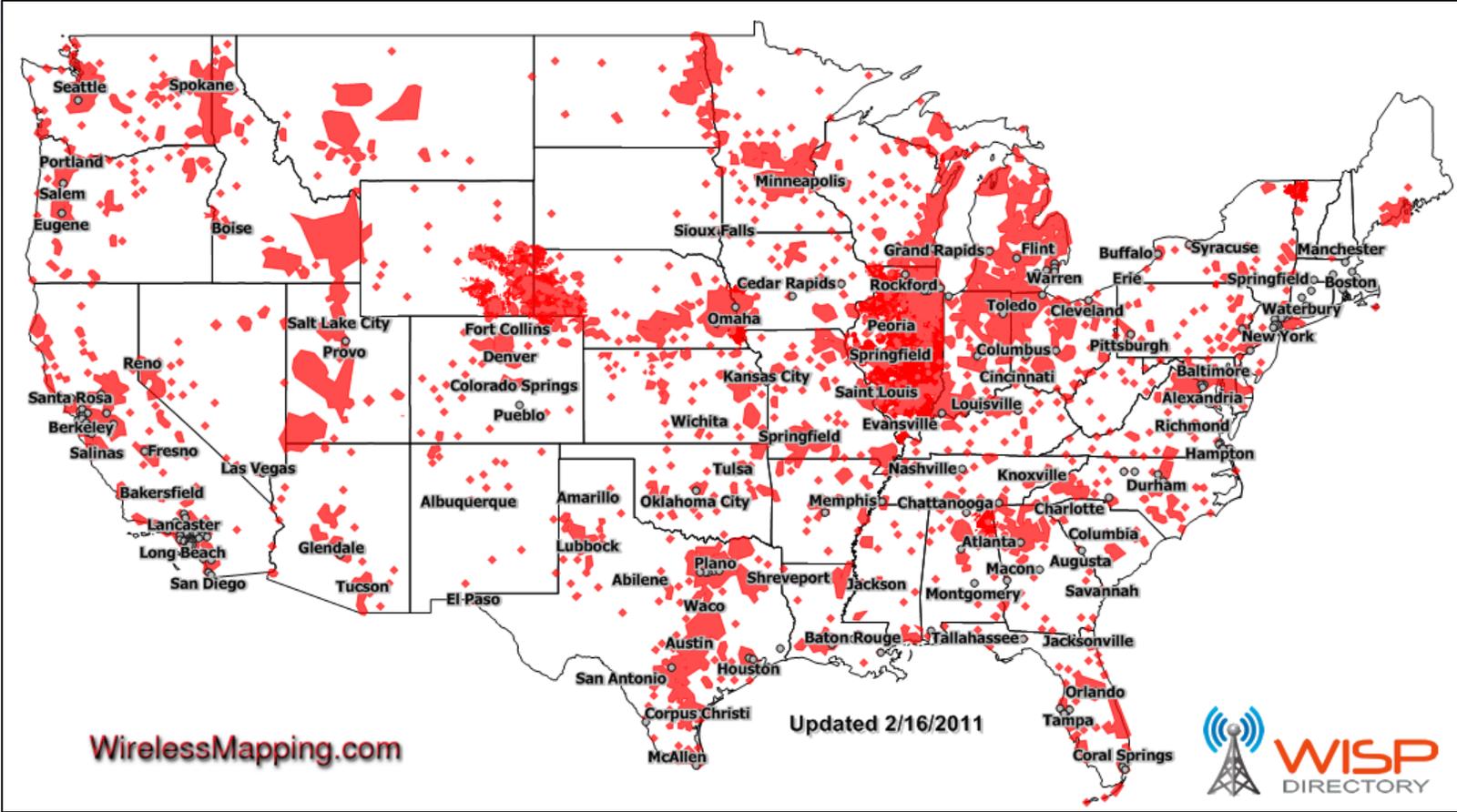
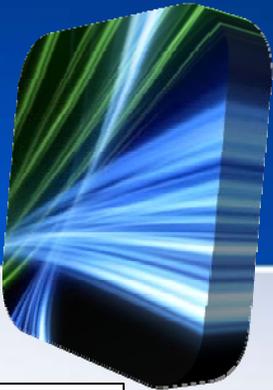
# The WISP Industry Today



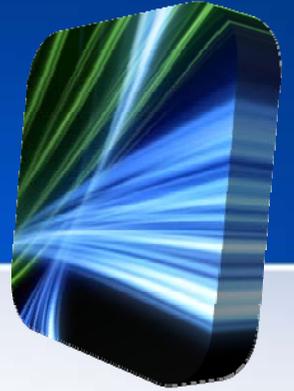
- Wireless Internet Service Providers are a viable third carrier for real broadband service.
- Their national combined footprint has potential to cover over 75 MILLION Households!
- Equipment advances allow for much higher speed offerings than just a few years ago.
- Speeds that can be offered meet the desires of the National Broadband Plan.



# Coverage as best we know today.

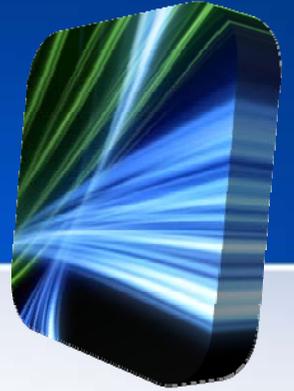


# Demographics



- Based on Census 2000 figures, the combined industry can reach 75,584,233 households.
- That represents 71.66% of the American homes.
- The Fixed Wireless Internet industry is made up of many small independent companies.
- This industry is not “too big to fail”.

# Realities



- Most WISP's use primarily unlicensed and SHARED spectrum.
- Interference is a daily challenge.
- WISP's are not just rural.
- They do not have access to enough spectrum to serve the potential number of households they can reach.

# Areas without Broadband



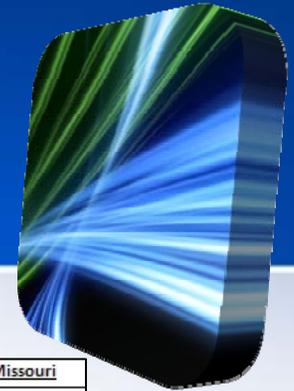
- Rural markets are very challenging.
- Backhaul costs and bandwidth charges are much higher than metro markets.
- Household density per square mile is over 90% less in unserved areas as compared to areas with existing broadband.

## Areas without Broadband (cont.)



- With household density less than 10% of what current cable and DSL deployments support, Fixed Wireless Broadband offers the most promise for rapid, reliable and sustainable high speed internet services to the unserved areas.
- The cost for these networks is pennies on the dollar compared to other technologies.
- Time to market is much quicker.

# Examples of Existing Statewide Deployment Intelligence



<i>Based on Consumer Reported Data for 1QTR 2009</i>	<u>Illinois</u>	<u>California</u>	<u>Indiana</u>	<u>Washington</u>	<u>Arizona</u>	<u>Alabama</u>	<u>Michigan</u>	<u>Maine</u>	<u>Missouri</u>
<b>Broadband in use statewide all technologies</b>									
Median 2008 Occupied Households per block	17.00	28.00	14.00	20.00	21.00	14.00	18.00	17.00	15.00
Average 2008 Occupied Households per block	28.08	47.59	23.84	30.13	40.99	25.22	27.97	26.49	25.87
Total Occupied Households 2008	4,317,055.00	11,781,897.00	2,157,843.00	2,298,036.00	2,074,141.00	1,582,114.00	3,598,829.00	451,835.00	1,959,566.00
Median 2008 Occupied Households per square mile	1,771.88	2,696.20	1,083.15	1,768.48	1,965.46	406.85	1,232.79	182.66	1,170.37
Average 2008 Occupied Households per square mile	2,614.30	3,555.37	1,515.52	2,337.83	2,158.83	890.40	1,667.69	1,260.69	1,578.17
<b>Cable Broadband</b>									
Median 2008 Occupied Households per block	25.00	34.00	20.00	24.00	25.00	20.00	23.00	22.00	22.00
Average 2008 Occupied Households per block	39.74	59.90	33.93	47.85	50.08	36.99	36.00	34.23	38.45
Total Occupied Households 2008	3,051,835.00	9,384,835.00	1,522,075.00	1,888,508.00	1,816,355.00	1,095,813.00	2,861,113.00	335,113.00	1,398,208.00
Median 2008 Occupied Households per square mile	2,039.47	2,760.14	1,276.68	1,869.68	2,073.11	590.20	1,530.20	259.92	1,489.51
Average 2008 Occupied Households per square mile	3,234.77	3,768.31	1,709.75	2,534.21	2,303.55	1,039.76	1,929.34	1,407.24	1,883.63
<b>DSL Broadband</b>									
Median 2008 Occupied Households per block	21.00	31.00	17.00	24.00	25.00	17.00	22.00	23.00	12.00
Average 2008 Occupied Households per block	32.90	54.20	29.00	47.66	50.61	30.29	34.00	36.02	15.82
Total Occupied Households 2008	3,863,952.00	10,722,433.00	1,812,248.00	1,883,749.00	1,791,695.00	1,353,357.00	3,006,594.00	306,455.00	443,272.00
Median 2008 Occupied Households per square mile	1,923.19	2,777.67	1,177.33	1,802.40	2,011.09	447.46	1,361.80	208.40	915.11
Average 2008 Occupied Households per square mile	2,898.73	3,747.70	1,593.13	2,493.10	2,237.00	920.31	1,772.51	1,369.57	1,369.83
<b>Broadband Not Reported in Census Block (Blocks with reported occupied HH)</b>									
Median 2008 Occupied Households per block	3.00	5.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00
Average 2008 Occupied Households per block	4.62	8.73	5.47	6.36	7.66	5.61	5.86	5.85	4.68
Minimum 2008 Occupied Households per block	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Max 2008 Occupied Households per block	425.00	587.00	734.00	216.00	333.00	178.00	577.00	136.00	544.00
Median 2008 Occupied Households per square mile	134.34	364.40	137.39	231.92	213.82	118.64	115.87	82.37	37.73
Average 2008 Occupied Households per square mile	1,033.99	2,058.69	976.47	1,276.90	1,249.42	694.15	835.34	554.00	621.91
Total 2008 Occupied Households without reported BB	534,767.00	981,508.00	384,878.00	281,633.00	265,660.00	355,833.00	408,770.00	103,768.00	427,376.00
<b>Statewide Totals</b>									
Median 2008 Occupied Households per block	4.00	9.00	6.00	3.00	1.00	4.00	8.00	3.00	3.00
Average 2008 Occupied Households per block	13.25	24.25	12.83	15.53	14.85	11.31	15.97	10.50	10.06
Total 2008 Occupied Households	4,851,822.00	12,763,405.00	2,542,721.00	2,579,669.00	2,336,801.00	1,937,947.00	4,007,599.00	555,603.00	2,386,942.00
Median 2008 Occupied Households per square mile	212.93	656.55	155.10	76.37	6.72	53.01	171.80	24.74	15.99
Average 2008 Occupied Households per square mile	1,424.51	2,112.09	1,038.88	1,211.48	968.63	583.11	1,087.55	591.73	742.97