

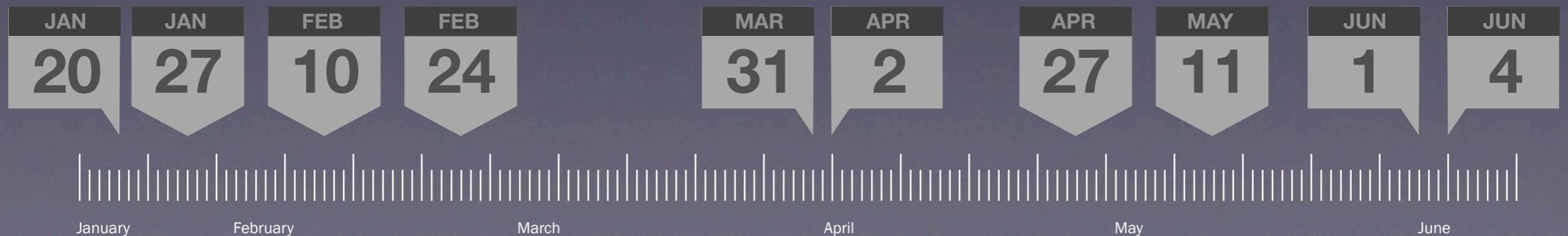


**FCC Project Phase II**  
**January 12, 2012**

# **PHASE II STARTS TODAY**

# PROJECT TIMINGS

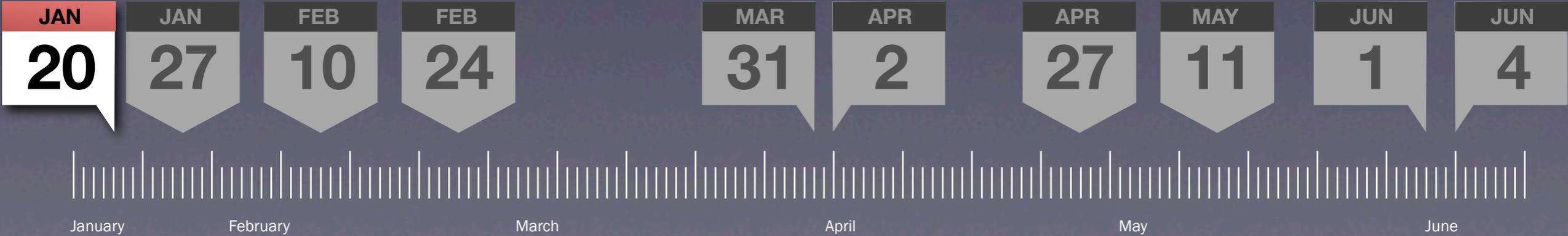
## SUMMARY TIMELINE FOR FCC PROJECT PHASE II





**Deadline to  
confirm service tiers  
- ISPs can supplement tiers**

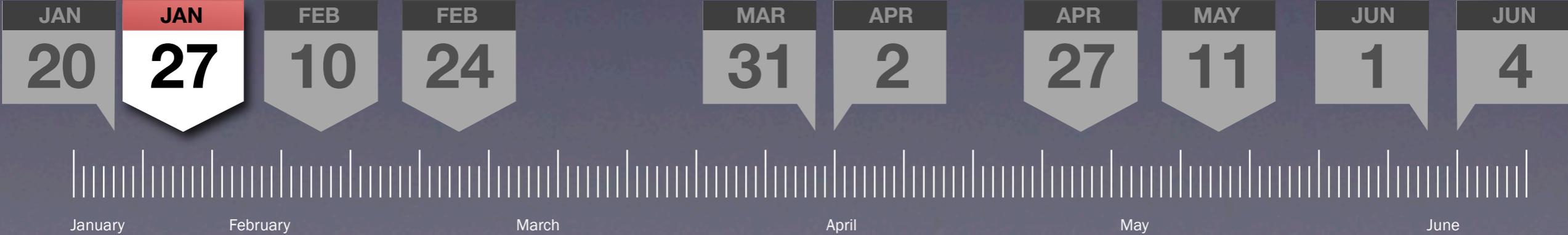
**SUMMARY TIMELINE FOR FCC PROJECT PHASE II**

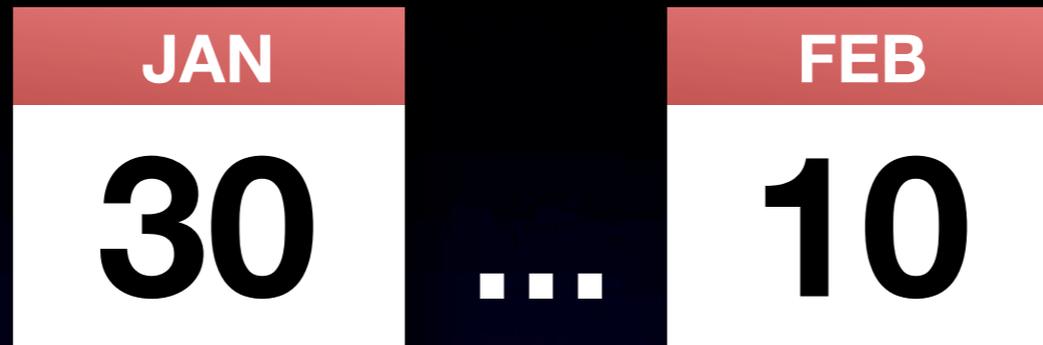




Updated sample plan complete

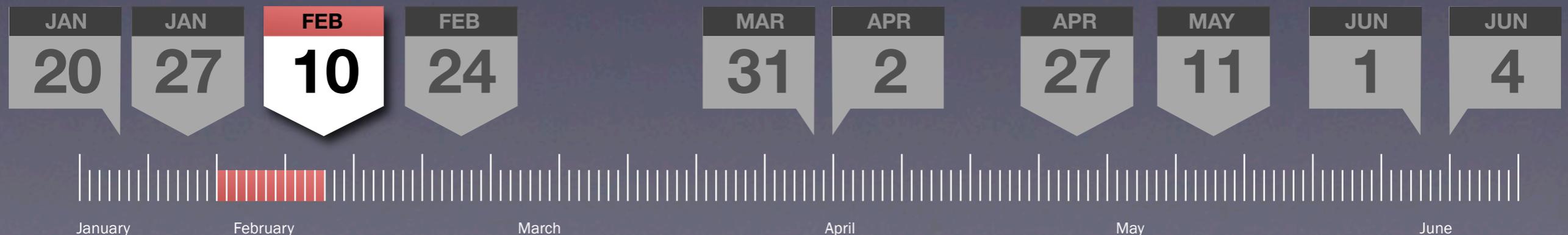
SUMMARY TIMELINE FOR FCC PROJECT PHASE II

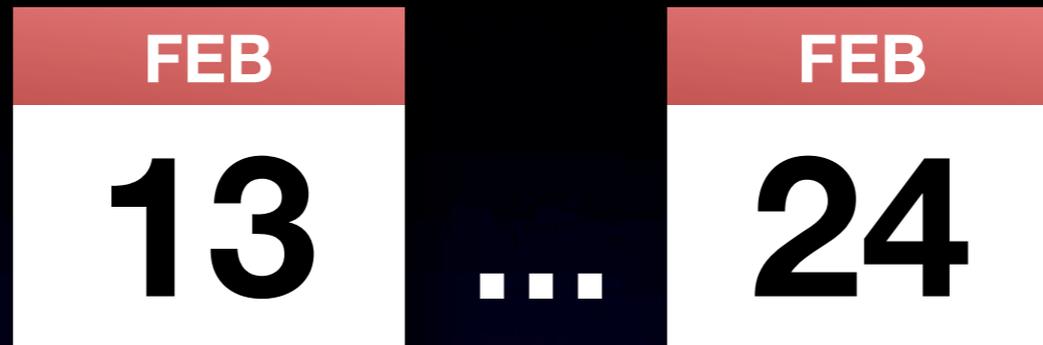




**Email recruitment campaign complete  
(projected to start Jan 30)**

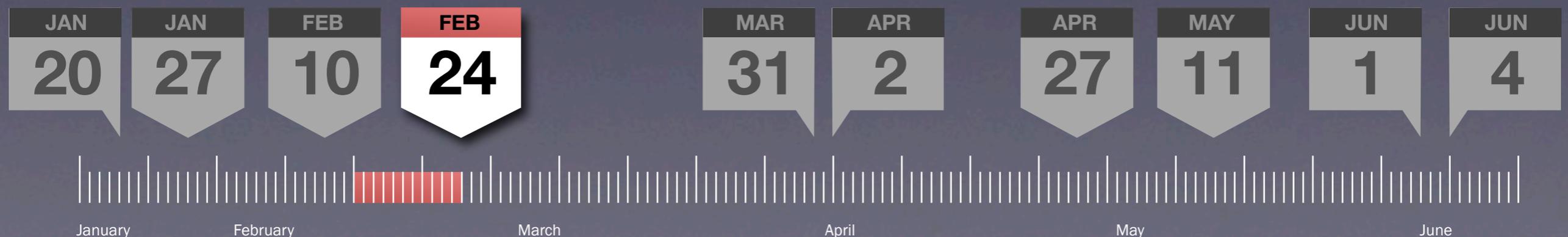
### SUMMARY TIMELINE FOR FCC PROJECT PHASE II

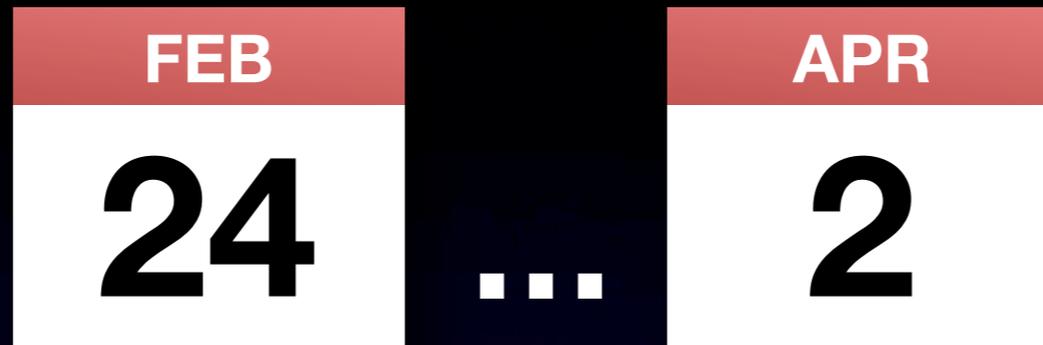




**All Whiteboxes dispatched  
(projected to start Feb 13)**

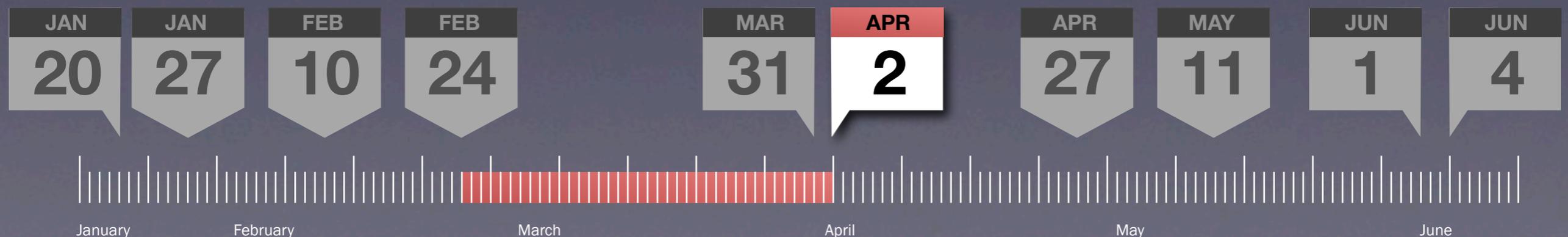
### SUMMARY TIMELINE FOR FCC PROJECT PHASE II

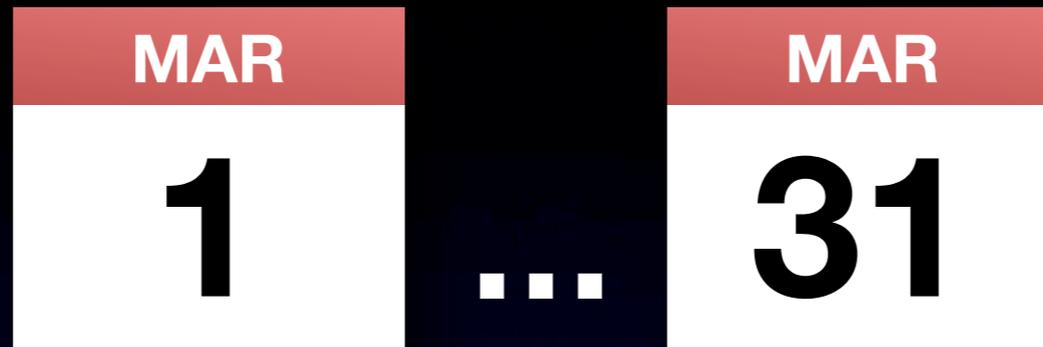




**ISP validation complete**  
**(projected to start Feb 24)**  
**- 2 phases, before and after -**

### SUMMARY TIMELINE FOR FCC PROJECT PHASE II

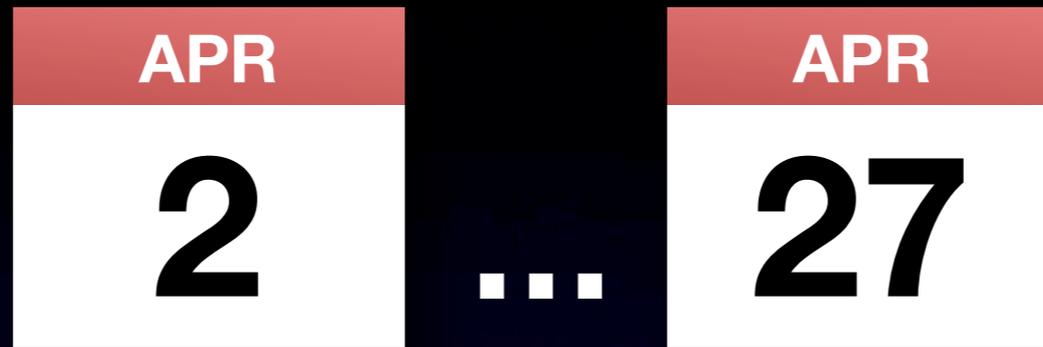




Data collection complete  
(projected to start Mar 1)

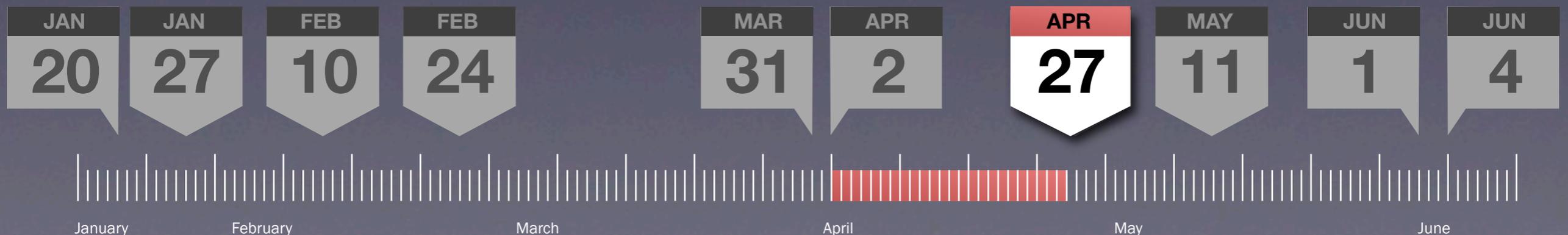
### SUMMARY TIMELINE FOR FCC PROJECT PHASE II





**Data export and analysis complete  
(projected to start Apr 2)**

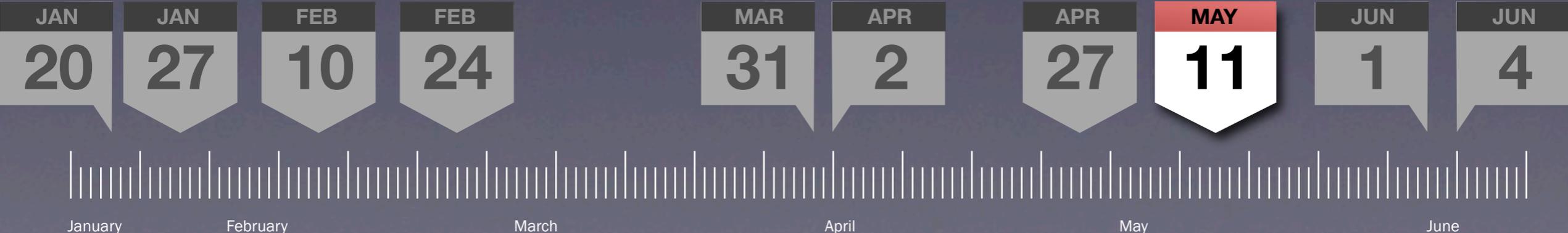
### SUMMARY TIMELINE FOR FCC PROJECT PHASE II





**Draft report produced and released to FCC for comment**

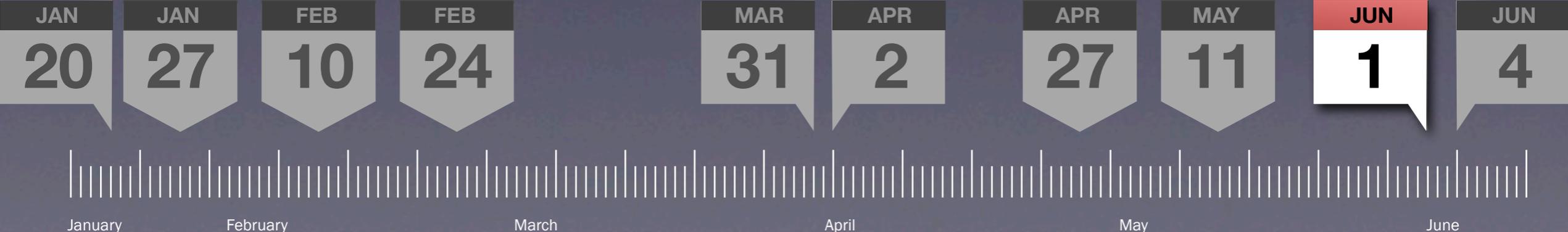
**SUMMARY TIMELINE FOR FCC PROJECT PHASE II**





# FCC amendments incorporated into draft report

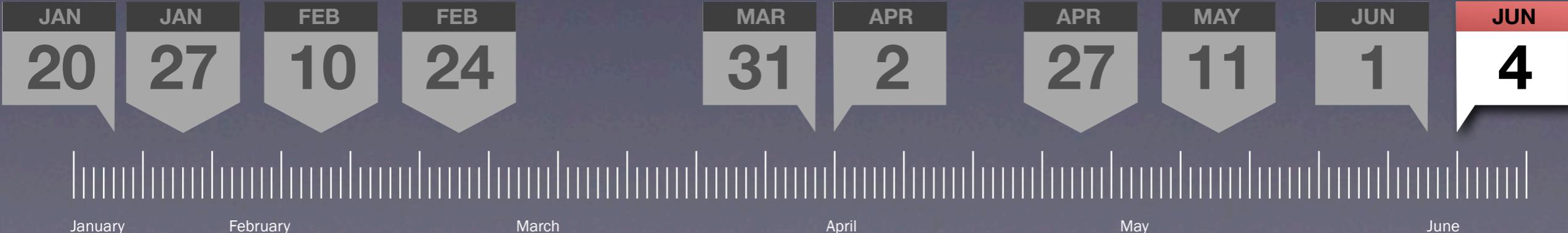
## SUMMARY TIMELINE FOR FCC PROJECT PHASE II





# Phase II project report released to public

## SUMMARY TIMELINE FOR FCC PROJECT PHASE II



**PHASE II**  
**2x Reports in 2012**  
**Second reporting month =**  
**September**

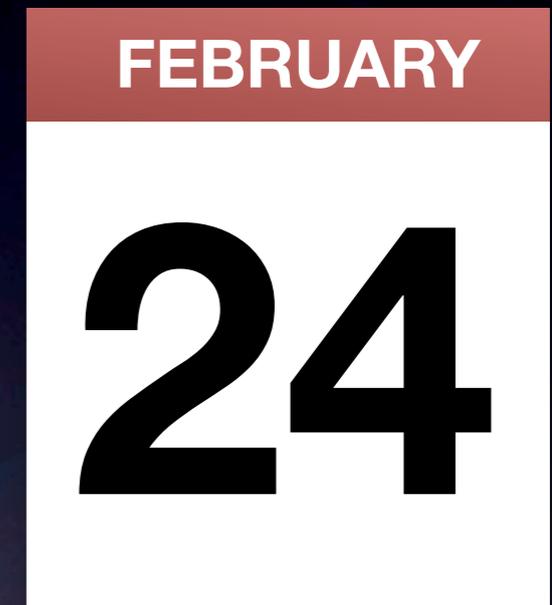
# Next two months (key dates)



✓ Service tier data



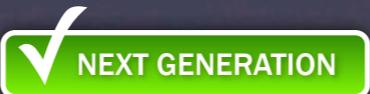
✓ Send Customer Emails



✓ Validate Service Tiers

## **PHASE II**

**Five aspects of the FCC Project  
to consider.**

- Reporting 
- Collaboration 
- Panel 
- Platform 
- Testing 

**- 1 -**

# **Reporting**

# Multiple Data Views



App



Web



Email

- **Reporting system already available on multiple platforms:**
  - **Web Portal (for ISPs) [Comparative?]**
  - **Web Portal (for consumers)**
  - **SmartPhone (for consumers)**
  - **Email Report Cards (for consumers)**
- **How can we better present this data?**

- 2 -

# Collaboration

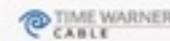
## WE, THE UNDERSIGNED...

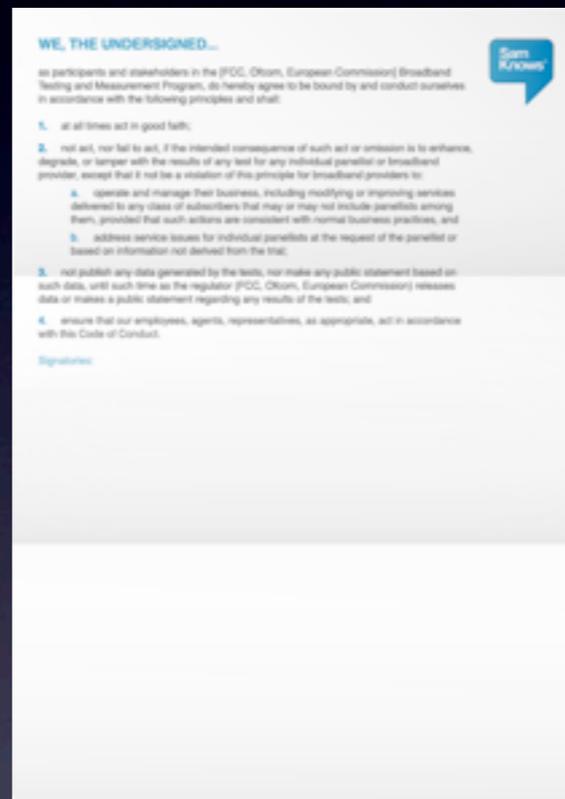


as participants and stakeholders in the [FCC, Ofcom, European Commission] Broadband Testing and Measurement Program, do hereby agree to be bound by and conduct ourselves in accordance with the following principles and shall:

1. at all times act in good faith;
2. not act, nor fail to act, if the intended consequence of such act or omission is to enhance, degrade, or tamper with the results of any test for any individual panelist or broadband provider, except that it not be a violation of this principle for broadband providers to:
  - a. operate and manage their business, including modifying or improving services delivered to any class of subscribers that may or may not include panelists among them, provided that such actions are consistent with normal business practices, and
  - b. address service issues for individual panelists at the request of the panelist or based on information not derived from the test;
3. not publish any data generated by the tests, nor make any public statement based on such data, until such time as the regulator (FCC, Ofcom, European Commission) releases data or makes a public statement regarding any results of the tests; and
4. ensure that our employees, agents, representatives, as appropriate, act in accordance with this Code of Conduct.

### Signatories:





ISPs

Other

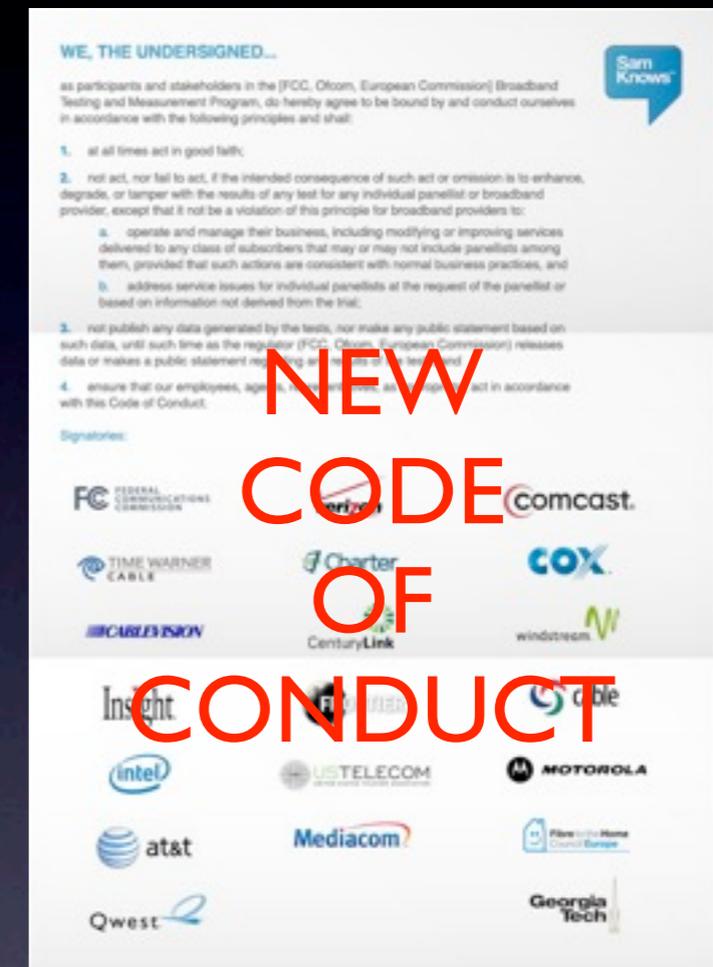
Academics

## Proposed Data Access Policy

- Unrestricted access to ISP own data
- Averages from other ISPs / service tier

## Proposed Data Restrictions

- Unrestricted use (for ISP) of own data
- Other ISP data for internal use only



SPECIFIC USE-CASES FOR PUBLISHING  
AGREED IN ADVANCE  
UNIFORM AND NON-DISCRIMINATORY

- 3 -  
Panel

## Recruiting Volunteers

SamKnows use a series of media to build a database of participant volunteers around the message “Put your broadband to the test”.

✓ **Twitter** →

✓ **Press Letter** →

✓ **SamKnows.com** →

✓ **Consumer Media** →

✓ **Tech. Media** →

✓ **Social Media** →

✓ **ISP Emails** →

## Form

All volunteers are directed to: [www.samknows.com](http://www.samknows.com) they then complete an application form.

## Test

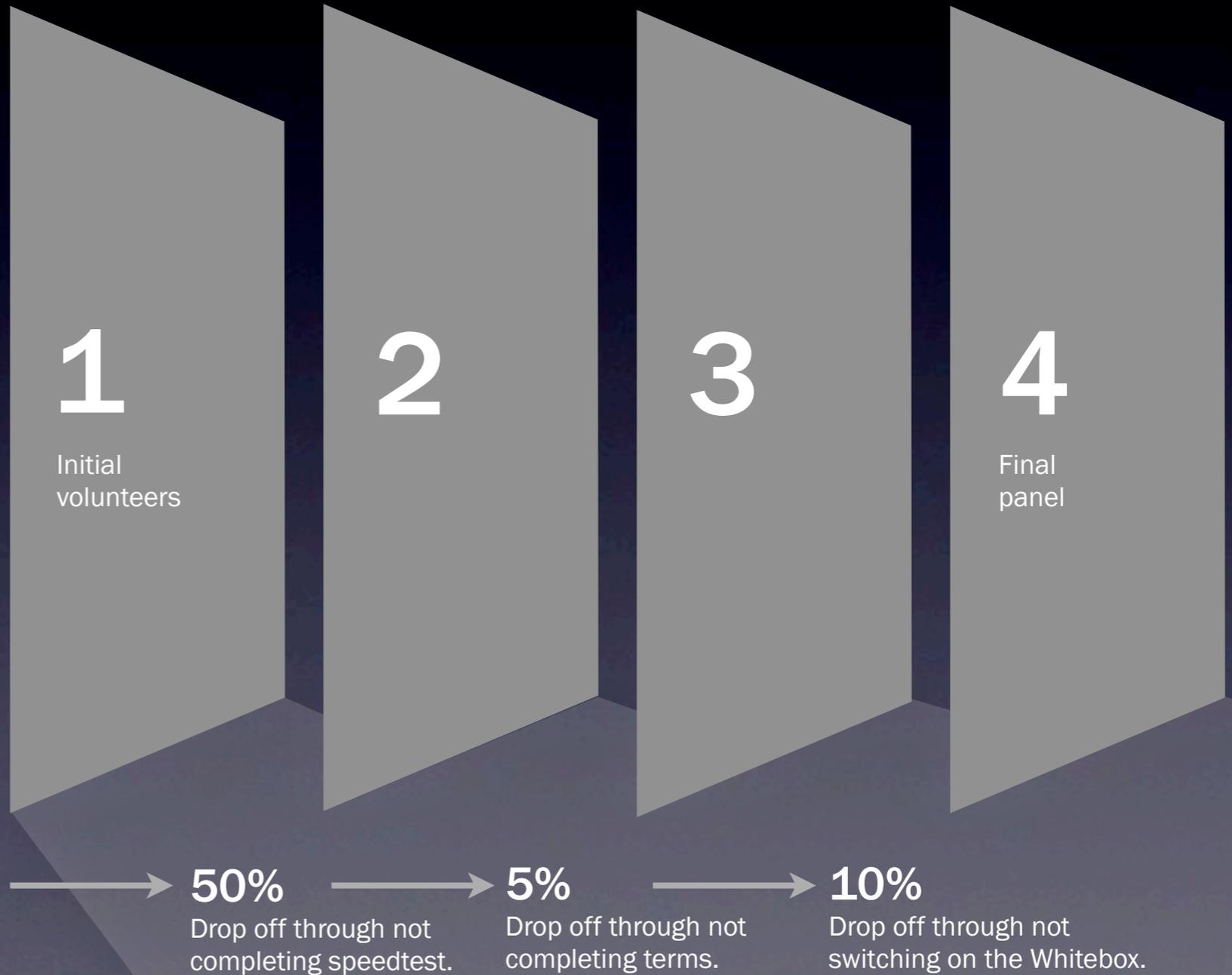
Those from the appropriate buckets are then asked to speedtest their connection.

## Terms

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

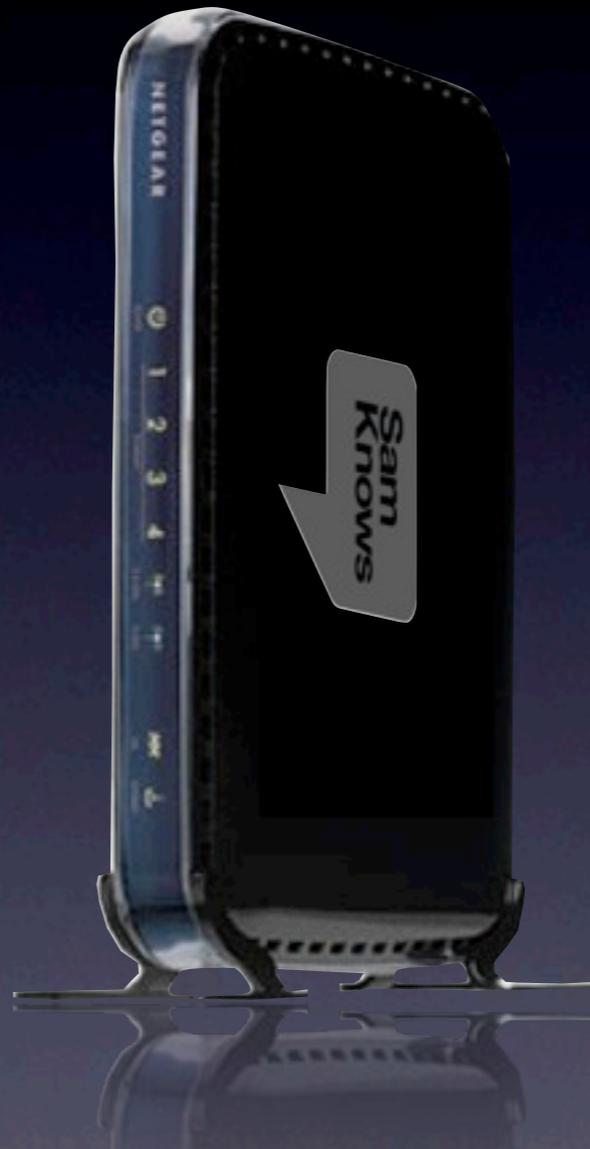
## Finalise

SamKnows then use this pool to construct the initial panel.



- 4 -

# Platform



# Embedded Firmware

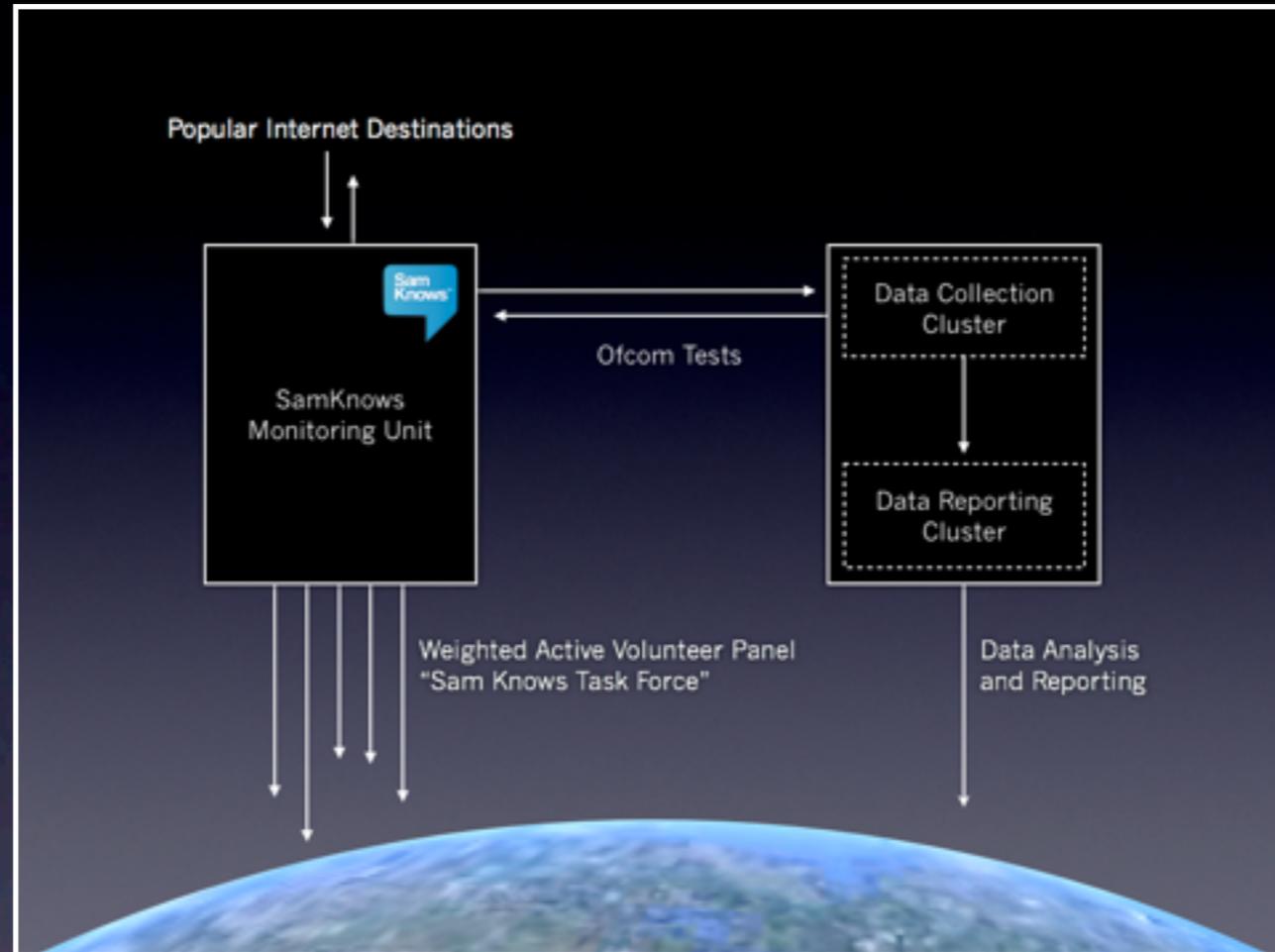
[Phase I]



# Stand Alone Whitebox

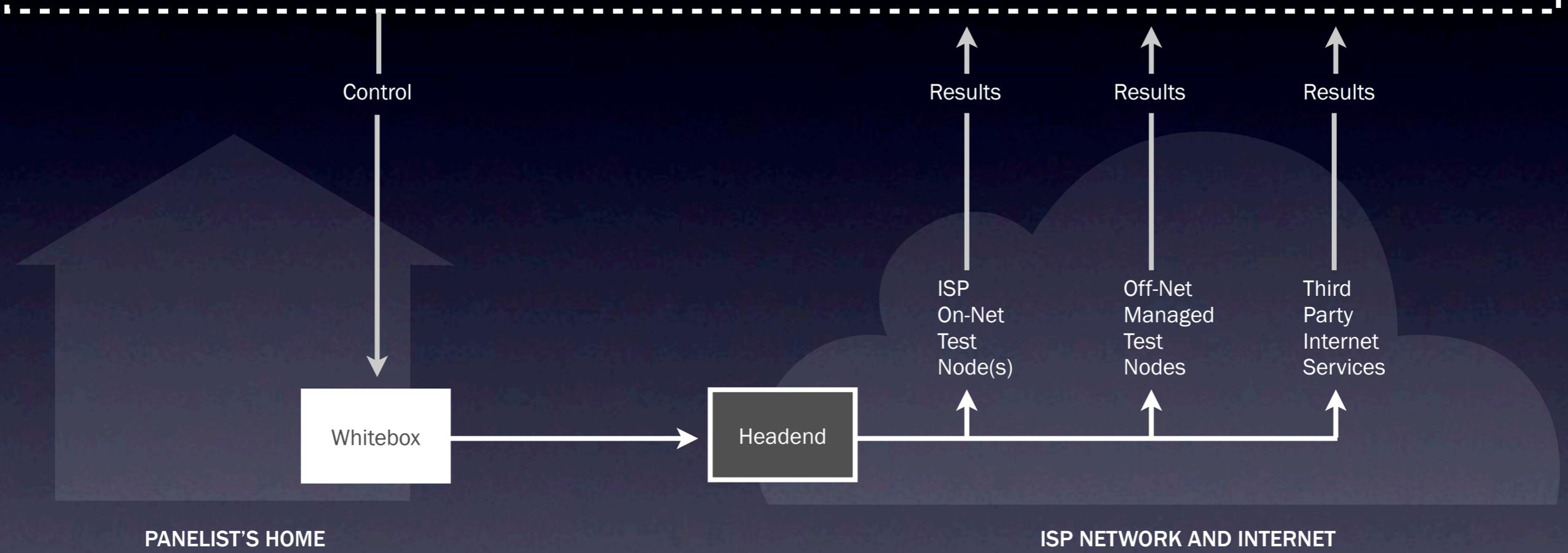
[Phase II]

- 5 -  
**Testing**



[Phase I]

**SAMKNOWS CONTROL, DATA WAREHOUSING AND ADMINISTRATION SERVICES**

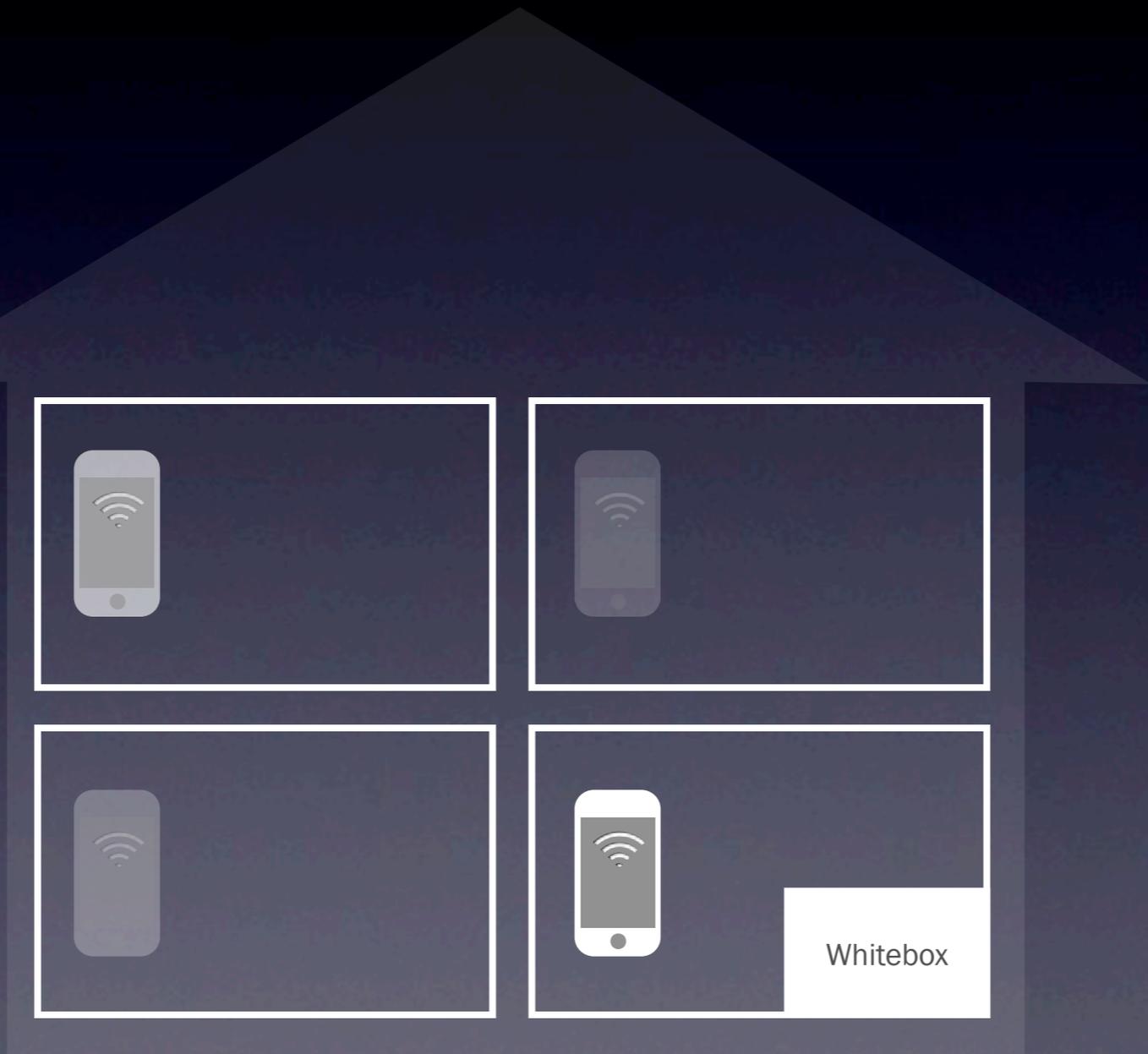


[Phase II]



[Phase II]

WiFi meter →



**COLLABORATIVE  
OPEN  
MEETINGS [“COMS”]**

Questions...



Please email questions/comments  
arising from this session to:

[alex@samknows.com](mailto:alex@samknows.com)