



SAMKNOWS PRESENTATION TO THE FCC
10 OCTOBER, 2012 | WASHINGTON D.C.

m-MBA

Measuring Broadband America

Working in open collaboration, to build a transparent measurement collection and reporting methodology, and to publish a freely available dataset of US consumer broadband performance, since 2010.

Topic Discussion Schedule	Meeting	Date
Project Scope and Schedule (Oct-Dec)	1	Oct 10
Privacy and Project Policies	1	Oct 10
Review of feedback	1	Oct 10
Sample Plan	2	Oct 31
Recruitment	2	Oct 31
Customer Support and Validation	2	Oct 31
Tests and Metrics	3	Nov 7
Application GUI	3	Nov 7
Data Collection	3	Nov 7
Data Normalisation	4	Nov 28
Data Analysis	4	Nov 28
Data Presentation	4	Nov 28
FCC Report Format	5	Dec 5
Open Sourcing of Tests	5	Dec 5
Project Launch (discussions ongoing)	6	2013

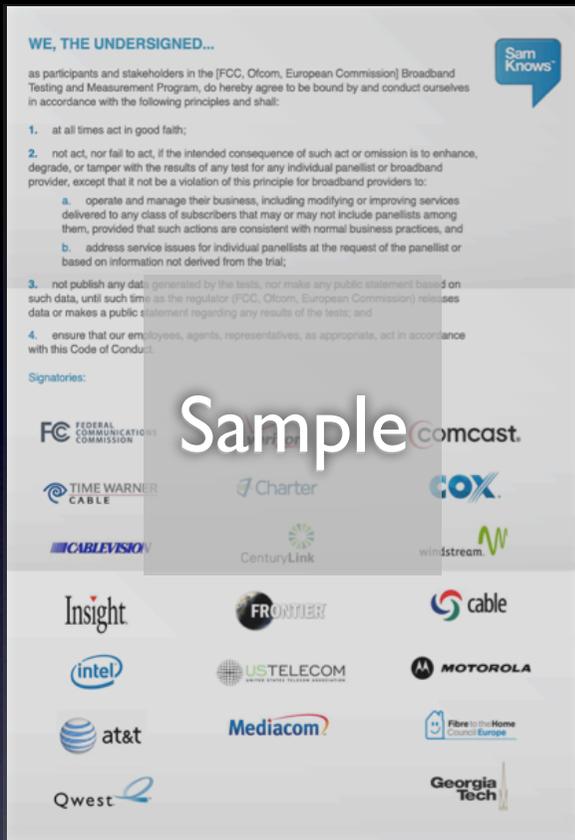
Project Scope

- ✓ Measure mobile broadband performance via a series of tests designed to emulate consumer experience
- ✓ Assess mobile network integrity via a series of tests designed to collect information on network topology
- ✓ Build a nationwide panel of at least: 100,000 customers, 4 Operators, but open to all
- ✓ 2 reports in 2013, one on consumer experience, the second a special interest study to be defined in Q1 2013



Project
Code of Conduct

- ✓ Support initiative
- ✓ Support recruitment
- ✓ Support volunteers
- ✓ Adhere to FCC policies
- ✓ Contribute to methodology
- ✓ Participate in good faith



Privacy
Code of Conduct

- ✓ Make personnel available
- ✓ Provide technical input
- ✓ Adhere to FCC policies
- ✓ Contribute to methodology
- ✓ Participate in good faith
- ✓ Adhere to project policies

= Defines project policies
regarding privacy

MBA - M

Operator Feedback



Test servers

Consumers

Proposed metrics

Operator data

Open sourcing plan

Report date



Level (3)®



Test Nodes Level 3, M-Labs and SamKnows

Test servers



Consumers

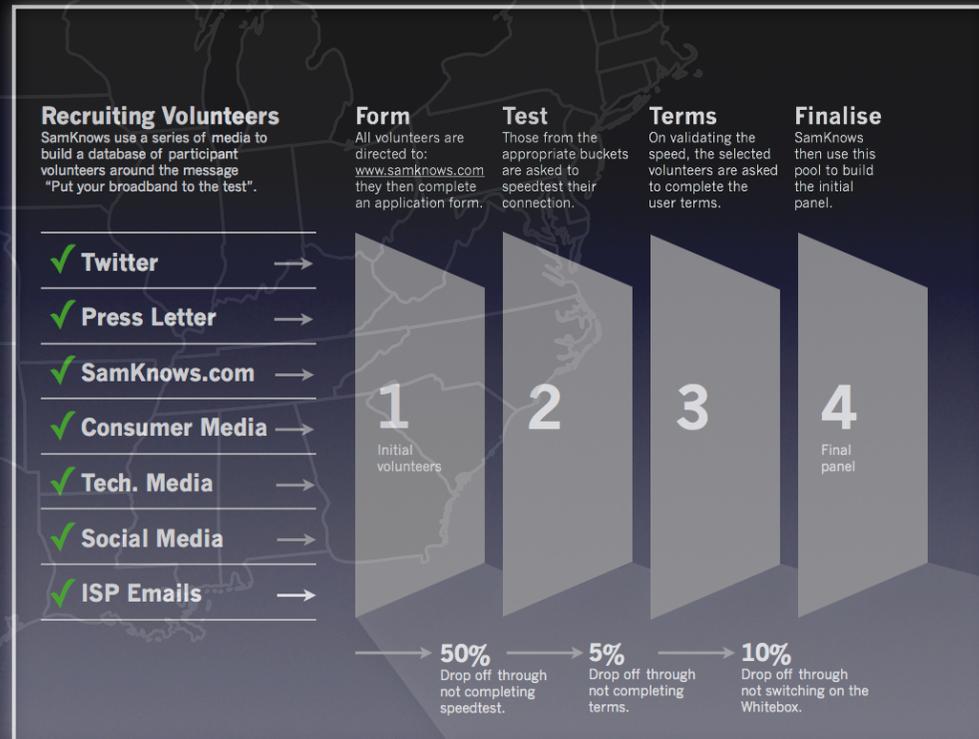
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- ✓ Free to download
- ✓ No limits
- ✓ Everyone welcome
- ✓ Outreach via PR
- ✓ Social media
- ✓ Operators to assist



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Downstream Throughput	✓
Upstream Throughput	✓
Latency	✓
Packet Loss	✓
Web Browsing*	✓
Service *	✓
<hr/>	
Cell Tower Location	✓
Cell Tower ID & Signal Strength (RSSI)	✓
Neighbouring Cell Towers (ID, RSSI)	✓
Active Network Operator	✓
Network Operator ID	✓
Bearer (CDMA, GPRS, EDGE, 3G, LTE)	✓
Phone Type (GSM, CDMA)	✓
Roaming State (yes/no)	✓

*Not in current beta, to be added following Operator feedback

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Report date

- ➔ Network coverage
- ➔ Availability (defined by signal strength)
- ➔ Handset performance data
- ➔ Subscriber data
 - Numbers
 - Distribution
 - Demographics

Test servers

Consumers

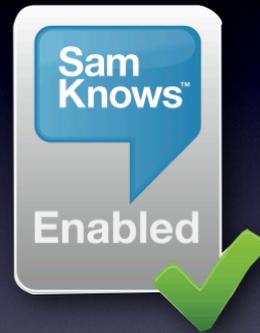
Proposed metrics

Operator data



Open sourcing plan

Report date



Open Source Plan

Test servers

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Report date

2013

Q3

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