Measuring Mobile Broadband America
Washington DC, 06 February, 2013

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.

- Introductions: Sam Crawford
- Privacy update and conclusions (FCC)
- Review of 2012 schedule
- Android application feedback and changes
- 2013 schedule

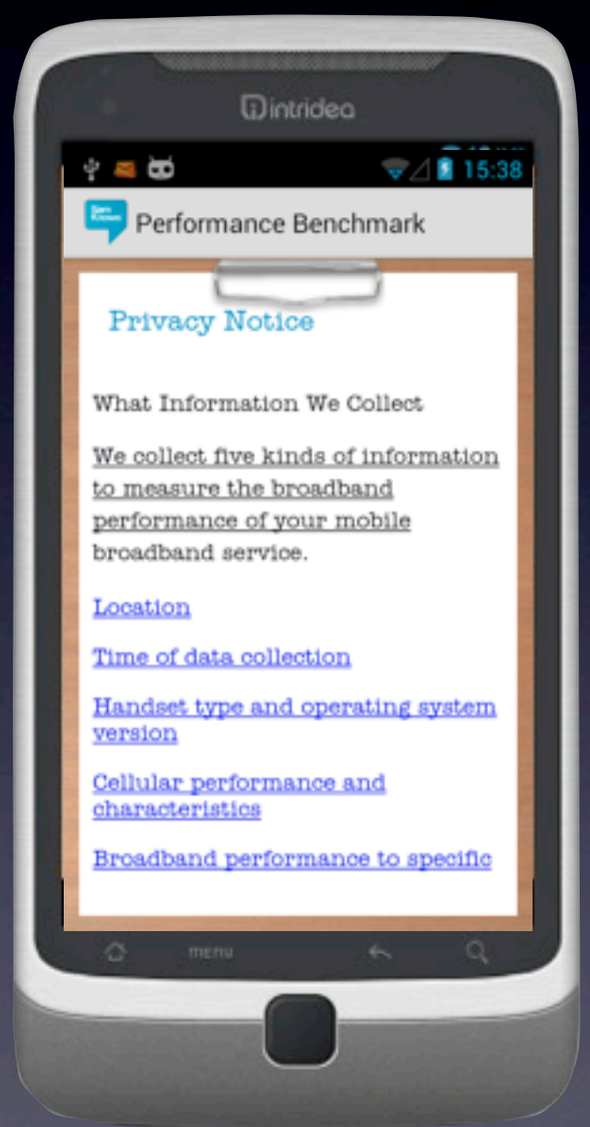
Introductions: Sam Crawford

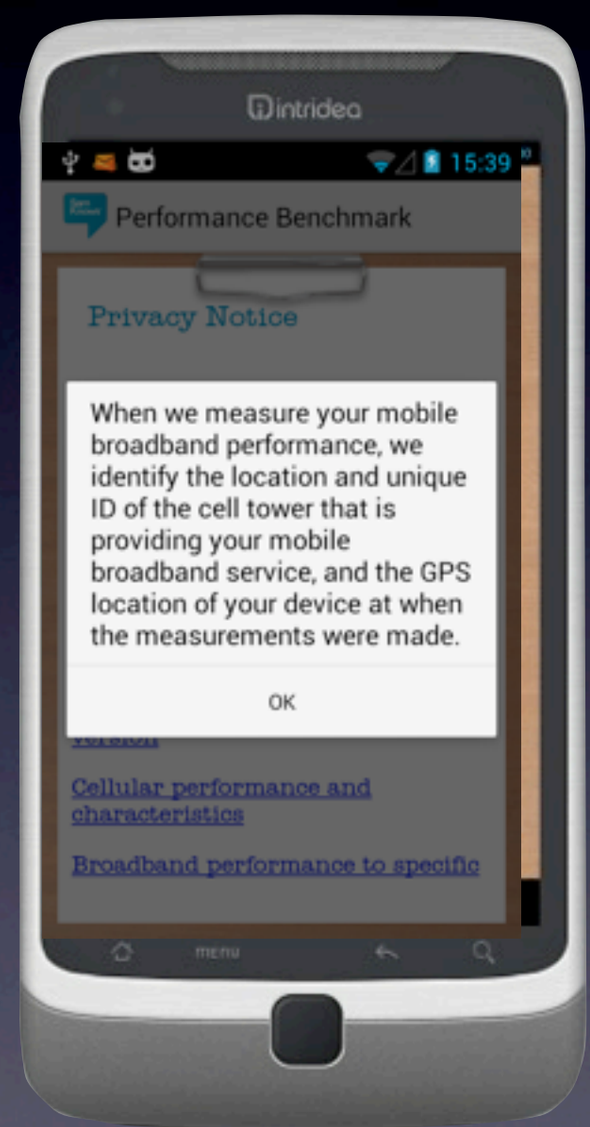
- Co-founder of SamKnows
- Chief Technical Officer
- Technical lead on *m*MBA project
- Personal focus on developing new tests and data analysis and presentation techniques

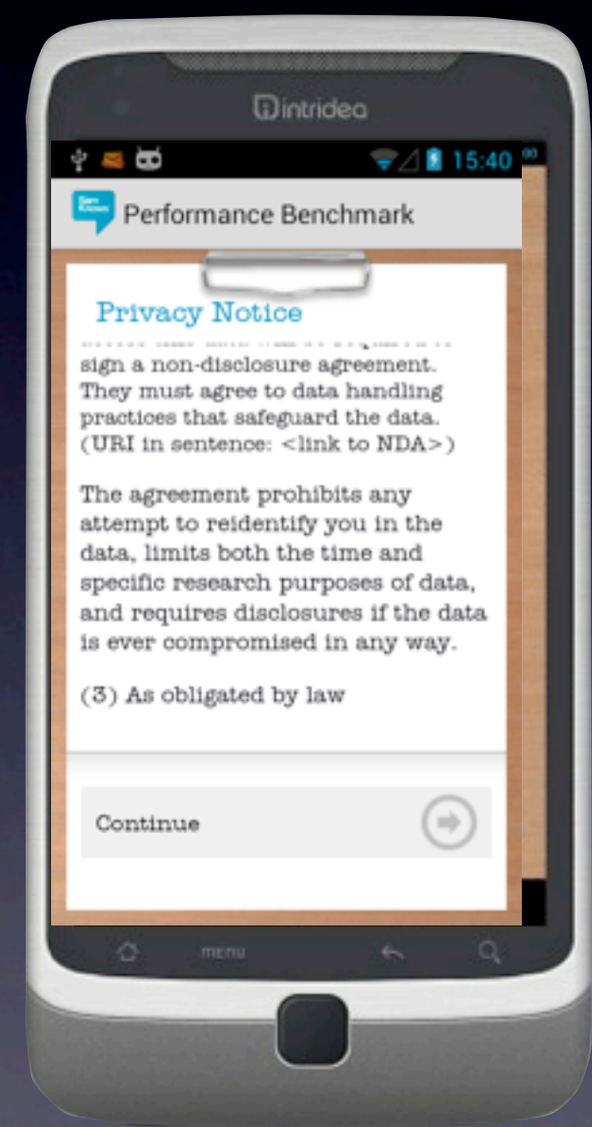
Privacy Update (FCC)

- Short-form privacy notice (first launch)
- No unique identifier generated or recorded
- User can ‘self identify’ in settings screen (*carrier testing only*)
- Agree terms and conditions

Privacy Update (FCC)







2012 Meeting Schedule

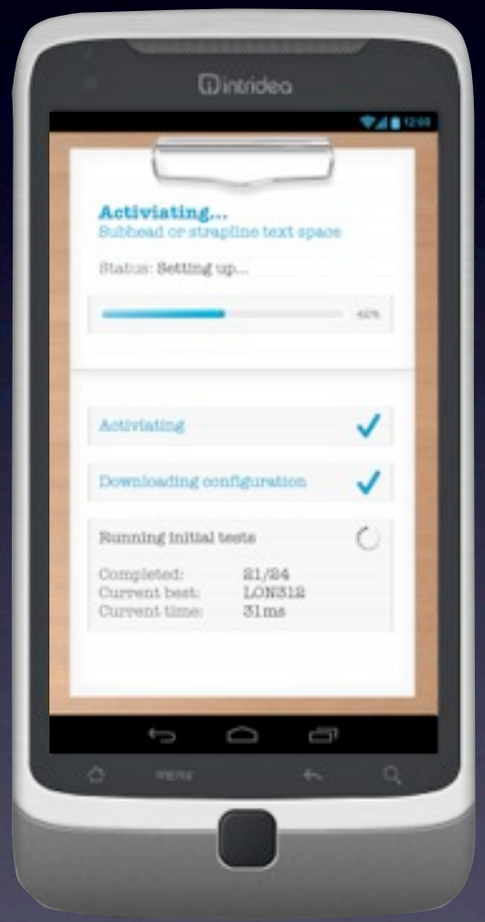
Topic Discussion Schedule	Meeting	Date	
Project Scope and Schedule (Oct-Dec)	1	Oct 10	✔
Privacy and Project Policies	1	Oct 10	✔
Review of feedback	1	Oct 10	✔
Privacy	2	Nov 28	✔
Tests and Metrics	3	Dec 12	✔
Application GUI	3	Dec 12	✔
Data Collection	3	Dec 12	✔
Sample Plan	4	Jan 9	✔
Recruitment	4	Jan 9	✔
Customer Support and Validation	4	Jan 9	✔
Data Normalisation	5	Jan 23	NEW PLAN FOR 2013
Data Analysis	5	Jan 23	
Data Presentation	5	Jan 23	
FCC Report Format	6	Feb 13	
Open Sourcing of Tests	6	Feb 13	
Project Launch (discussions ongoing)	7	Mar 6	

Testing Feedback and Acknowledgements

- CTIA
- Major Carriers
- Georgia Tech
- MIT
- FCC in terms of privacy & disability work

Android Application Feedback

- ✓ Interface update
- ✓ Redesign of data collection architecture
- ✓ Improved usability (e.g. no registration requirement)
- ✓ Compliance with accessibility guidelines



Improved Testing Functionality

- ✓ No pause between tests
- ✓ Users can run individual test manually
- ✓ Automated tests to run 3x daily
- ✓ Speed tests run for min (20sec, 10MB); includes a usage threshold
- ✓ Network state recorded before <u>and</u> after

Beta Trial Data Exports

- ✓ Carriers will have FTP access to data (for beta)
- ✓ Data now in JSON format
- ✓ Optional self-identifier is present in JSON (beta trial only)
- ✓ ‘Enterprise ID’ + SIM operator code will be used to determine carrier

2013 Proposed Schedule

FEBRUARY

8

- ✓ Carrier employee release
- ✓ Deployment Managers appointed

FEBRUARY

28

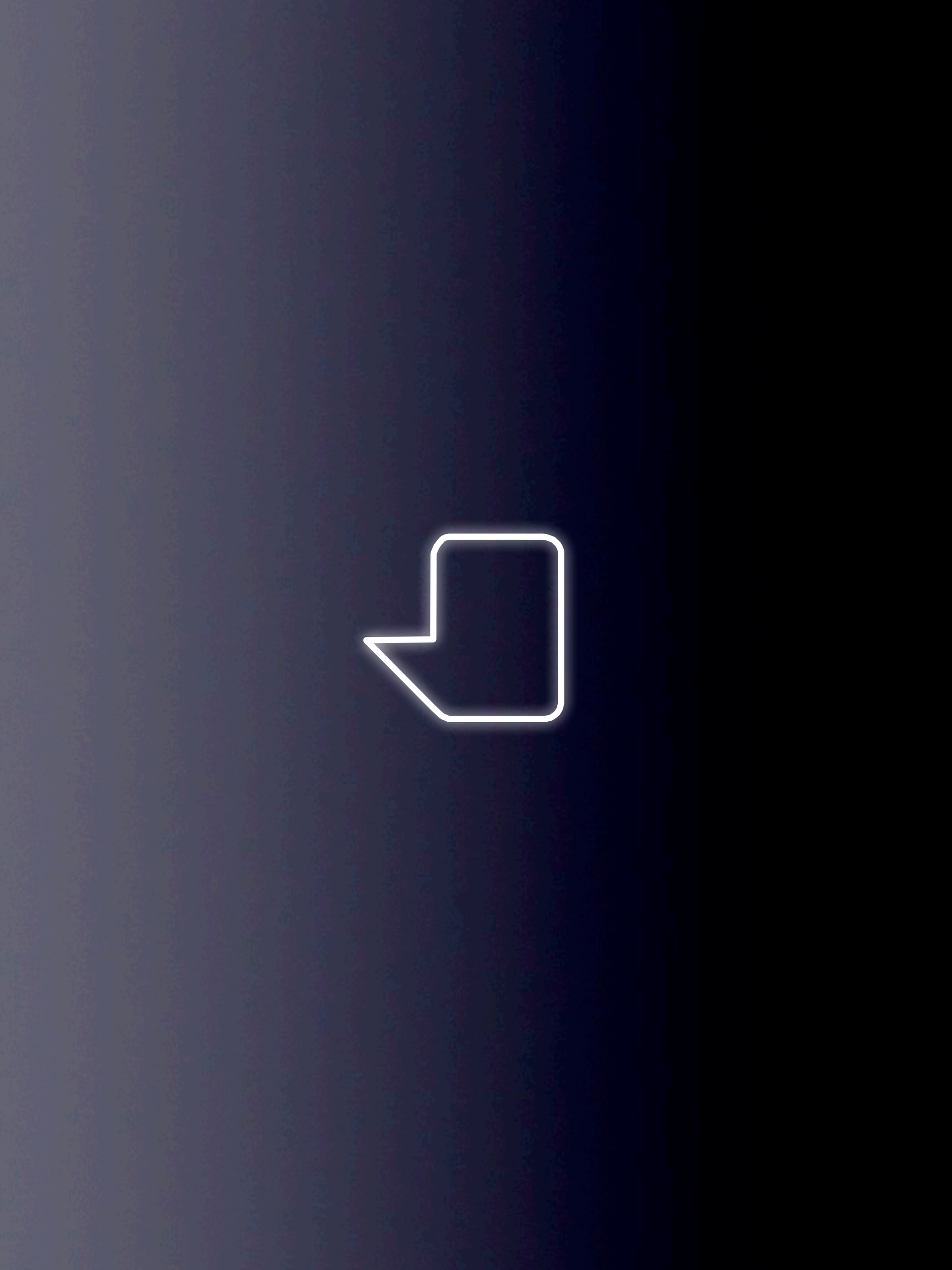
- ✓ Carrier sign-off of Application

MARCH

15

- ✓ Public Release

APRIL

30

- ✓ Validate initial results/data
- ✓ SamKnows to provide format