



Federal Communications Commission  
Washington, D.C. 20554

July 17, 2013

**VIA ECFS ELECTRONIC DELIVERY**

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

Re: Measuring Broadband American Program (Mobile), GN Docket No. 12-264

Dear Ms. Dortch:

On July 11, 2013, SamKnows, representatives of mobile broadband providers and other interested parties met in person and via conference call with Commission staff to review the current status of the mobile Measuring Broadband America effort and to discuss the following items:<sup>1</sup>

1. Schedule, Milestones and Updates
2. Outreach Program and
3. Developer Toolset and Data Analysis

James Miller, Senior Attorney Advisor, Electromagnetic Compatibility Division (EMCD) welcomed participants and thanked providers (AT&T, Sprint, T-Mobile and Verizon) for the contributions to the effort and for the feedback they provided with their ongoing beta testing of the mobile broadband measurement application by their employee volunteers. The feedback received from all stakeholders has proven extremely valuable to improving the Application program as the Commission moves towards a release to the general public. He reiterated that the beta Application was still being reviewed, and that a decision on the public release of the application would consider feedback from providers and other stakeholders on the readiness of the functioning of Application. While the current application is only available for Android devices, Mr. Miller discussed efforts under way to make available an Apple iPhone application.

It was noted that, unlike the fixed Measure Broadband America (MBA) program where measurements are made for only one measurement month (September) for reporting, the mobile MBA measurement data would be collected over the year. Thus the mobile program does not share the same time constraints for a mobile program launch. However, Mr. Miller shared that the Commission is pursuing a launch announcement potentially targeting mid-August.

Mr. Miller discussed the Commissions plans for outreach to consumers in advance of the public launch of the Application. He noted that the Commission would be leading this effort and would

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<sup>1</sup> A list of attendees and presentation materials are attached to this filing in GN Docket No. 12-264.

coordinate with service providers under the umbrella of CTIA. A variety of consumer support tools would be made available to support the Application program users on the Commission web site and via other sources. Mr. Miller shared that Commission web site resources were being developed to provide tip sheets on running the application, a set of frequently asked questions (FAQs) and video blogs to help users install and operate this application, as well as understand why this study is important for the nation. Additionally, the FCC is designing posters and printed material, press release letters and social web sites, such as Facebook and Twitter, as a part of the outreach program. A target user base of between 500,000 to 1 million is being sought.

Mr. Miller described progress made in the developer toolset. Mr. Miller indicated two programs will be made available to produce output in JSON and CSV format for use in databases.<sup>2</sup> The mobile MBA convertor application is a Java based tool that produces a large JSON file for import into non-SQL databases such as Hadoop, as well as, CSV file for import in SQL databases. A second tool exports CSV files and is implemented in PHP.

Mr. Miller thanked all the participants for their attendance and invited their continued attendance for future meetings.

Sincerely,

/s/ James Miller

James Miller, Senior Attorney Advisor  
Electromagnetic Compatibility Division/OET  
Federal Communications Commission

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<sup>2</sup> JSON to CSV converter written in Java, <https://github.com/FCC/mobile-mba-converter>, JSON to CSV converter written in PHP, <https://github.com/FCC/JSON2CSV-PHP>.