



# Omnibus Broadband Initiative: Commission Meeting Update

August 27, 2009

# Timeline

Month	Action
September Meeting	Report on Process and Calendar
October Meeting	Report on Factual State of Play
November Meeting	Report on Analysis of Key Gaps
December Meeting	Report on Policy Framework
January Meeting	Report on Opportunities to Drive National Purposes
February Meeting	Report on Plan

- Additional Workshops to be added
- Field Hearings and Forums throughout September, October, and November

# Process Innovations



- First use of public workshops over broad range of issues (~1100 in room attendees)
- First use of public multimedia to open up ex parte process (~4600 online attendees)
- First testimony via telepresence
- First dedicated webpage for policy initiative
- First FCC Blog
- First FCC Tweet
- First use of idea rankings for public input
- Experimental use of academic institutions for focused data gathering

FCC Federal Communications Commission BROADBAND.GOV BETA NATIONAL BROADBAND PLAN

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- August 2009

Moderation Policy Off Topic Comments

**Workshop Summary: Technology/Wireless**  
August 19th, 2009 by Julius Knapp

**FCC NATIONAL BROADBAND PLAN WORKSHOP THURSDAY, AUGUST 13, 2009**

On Thursday we had a very interesting workshop on the role of wireless technology in offering fixed and mobile broadband access. The workshop was divided into two panels. The first panel discussed the status of mobile wireless and the second addressed the opportunities and challenges of serving rural users. Everyone agreed that there is a continuing growth in demand for data services and a number of solutions are being worked on by the providers to try to meet expected demands. Several wireless carriers and their providers are focusing on building out current 3G networks with HSPA technologies with plans to evolve to LTE technologies. Others are moving rapidly to deploy WiMax for fixed and mobile applications. To try to maximize frequency reuse and increase capacity, the providers are also deploying smaller cell sites (eg. micro- pico- and femto- cells are being used more commonly). However, this also creates higher capacity backhaul requirements. All the providers agreed that the backhaul capacity

# Workshops Overview

## Workshops Completed

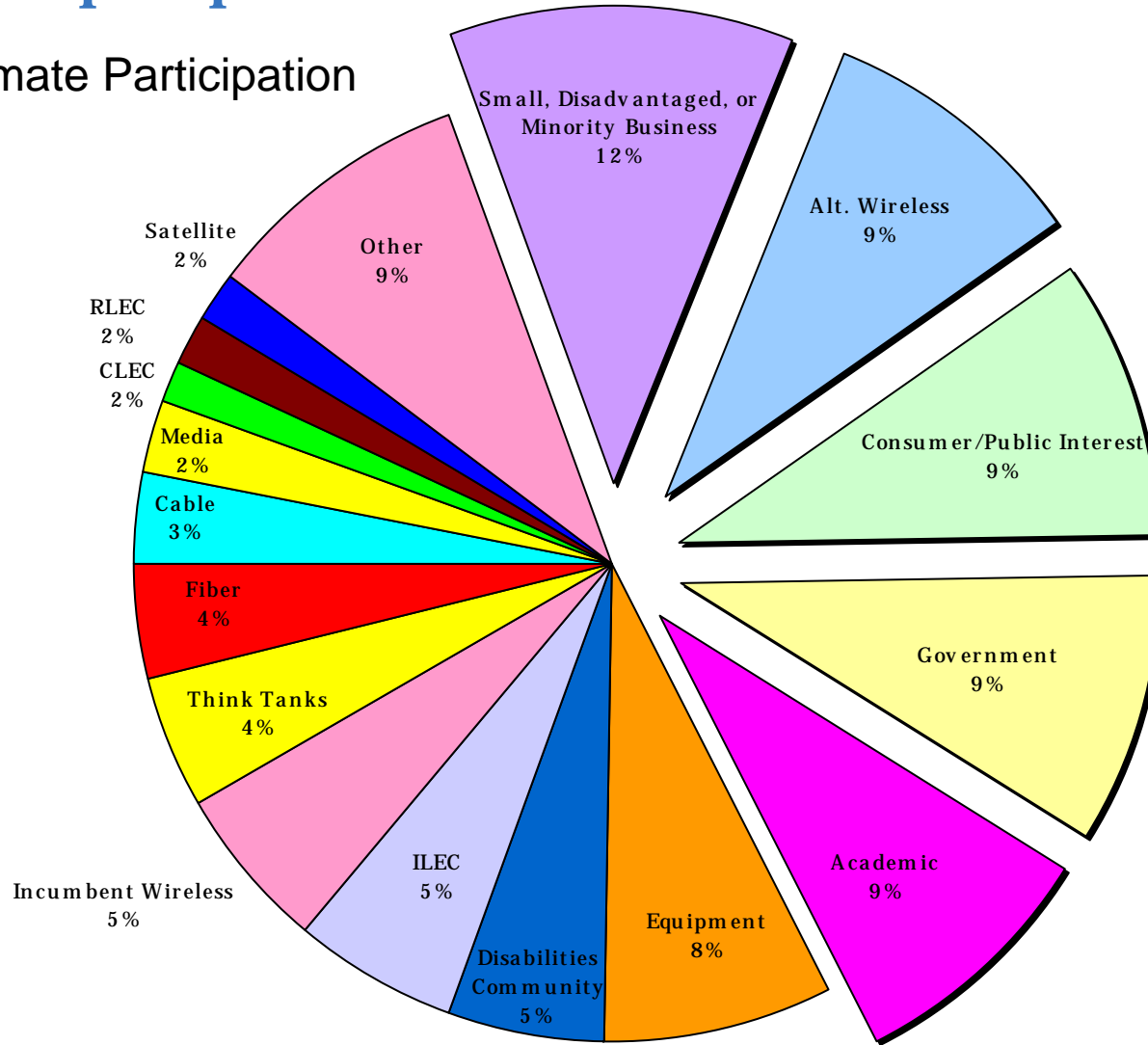
- eGov/Civic Participation
- Deployment (3 Workshops)
- Technology (2 Workshops)
- International Lessons
- Disadvantaged Business
- Adoption (3 Workshops)
- Individuals with Disabilities
- Education
- Smart Grid, Broadband, and Climate Change
- Public Safety and Homeland Security
- Economic Growth, Job Creation, and Private Investment
- Job Training

## Workshops Planned

- Applications and Devices
- Benchmarks
- Best Practices/Big Ideas
- Broadband Consumer Experience
- Healthcare
- State and Local Governments (New)
- Spectrum (New)
- Role of Content (New)
- Cybersecurity (New)
- Civil Rights (New)
- Individuals with Disabilities II (New)

# Workshops Speakers

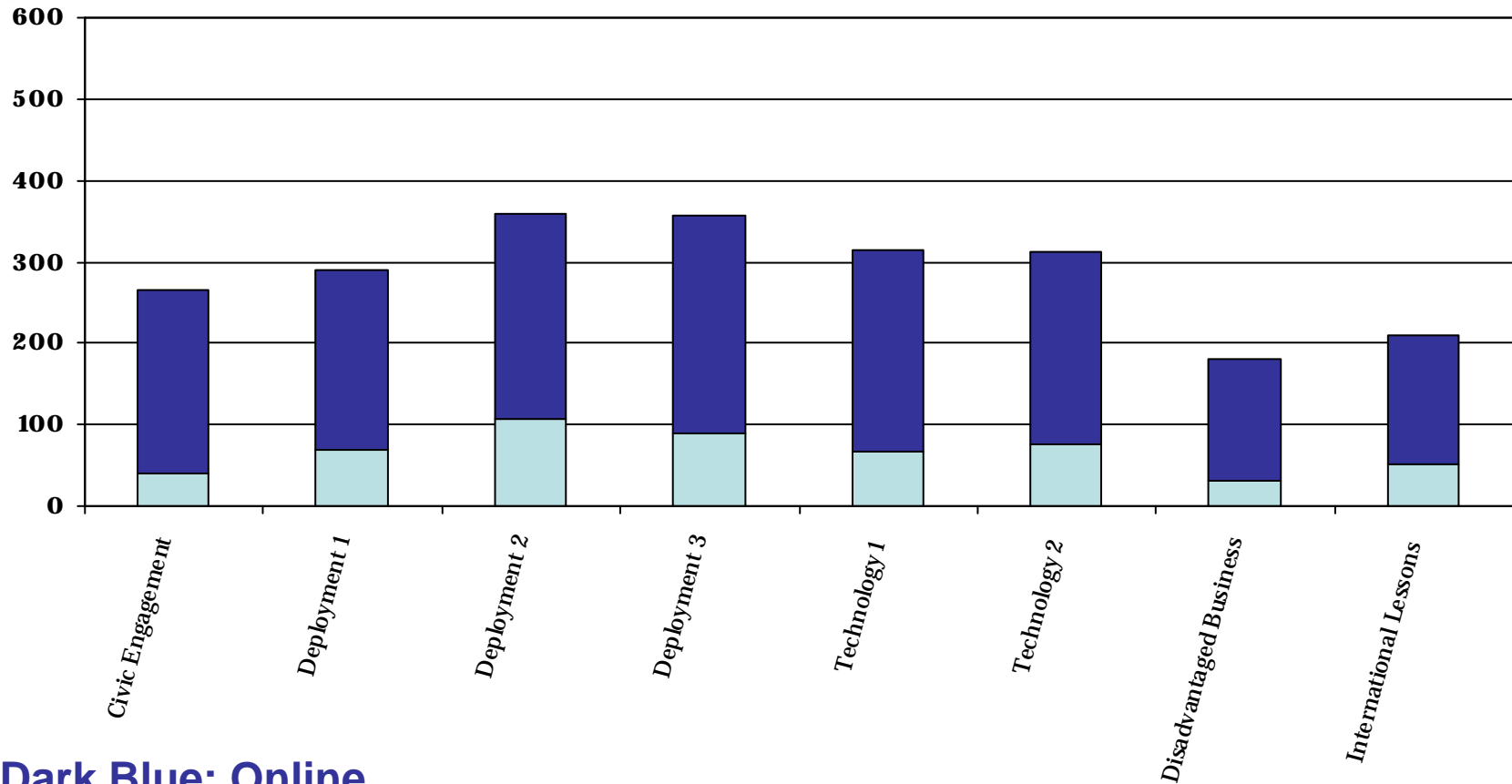
## Approximate Participation



# Sample Notable Speakers

- Vivek Kundra, CIO of the United States
- Norm Ornstein, American Enterprise Institute
- Vint Cerf, Google
- Craig Moffit, Sanford Bernstein
- Milo Medin, M2Z
- Yochai Benkler, Harvard Law School
- Kareem Dale, Special Assistant to the President for Disability Policy
- Margot Dorfman, US Women's Chamber of Commerce
- Daniel Phythyon, FEMA
- Barry West, Clearwire
- Rosaline Crawford, National Association for the Deaf
- Nicol Turner-Lee, Joint Center for Political and Economic Studies
- Jim Shelton, Department of Education
- Emmanuel Hooper, Ph.D., Harvard University
- Bill Gurley, Benchmark Capital
- Ed Evans, Stelera Wireless
- Yvette Herrera, Communications Workers of America

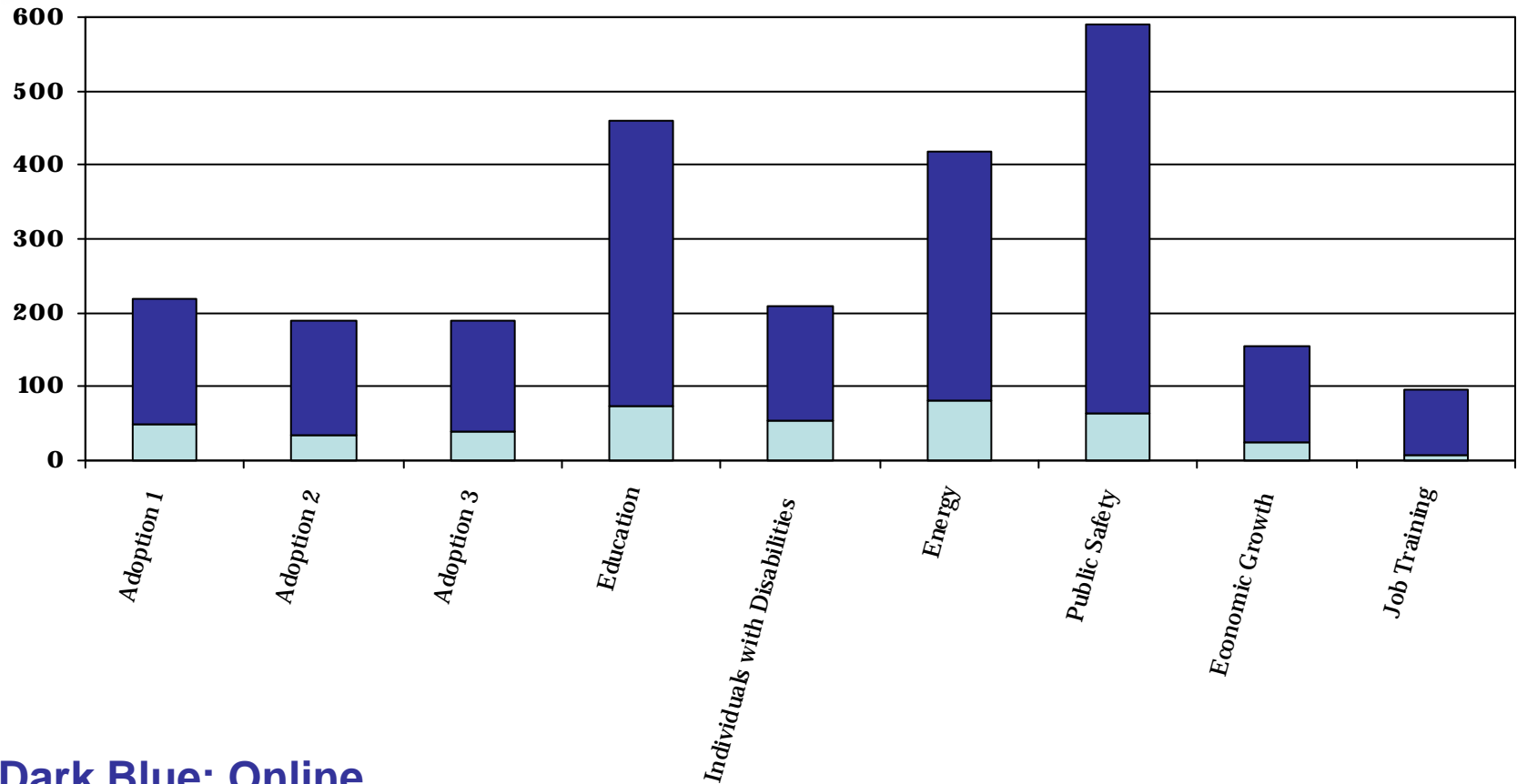
# Registered Workshop Audience



**Dark Blue: Online**

**Light Blue: In Room**

# Registered Workshop Audience



**Dark Blue: Online**

**Light Blue: In Room**



## New Media Initiatives

- Blogband
  - Staff post after each workshop to engage public on analysis and lessons learned
  - 15 Posts in 8 days
  - ~160 Comments in 8 days
  - Significant Press Activity
- Twitter
  - @fccdotgov
  - 2187 Followers in 8 Days
  - 20 Tweets in 8 Days
- Ideascale
  - Launching in September

# Defining Broadband on Blogband



THE OFFICIAL BLOG OF THE NATIONAL BROADBAND PLAN

« Note from Today's Workshops

Workshops By The Numbers »

## The Definition of Broadband

August 20th, 2009 by Carlos Kirjner

Today the FCC is releasing a Public Notice, or PN, on the best way to define broadband. As the PN points out, much of the recent debate tends to center on throughput speeds. Engineers know that these numbers by themselves are most often misleading. For example, in most cases the "advertised" throughput speed has a tenuous relation with the actually delivered speed, which will actually vary over time, depending on the application, the server, and many other factors.

Both OfCom, which is the communications regulator in the UK, and Akamai have published studies based on meaningful numbers of end-user samples that show large the difference between advertised and actual rates.

In addition, for many important applications, such as voice and videoconferencing, other performance metrics, such as latency, are crucial.

But why do we care? Why do we need to think about broadband carefully? Several reasons:

- If we want to decide who has and who does not have broadband, we actually need to agree on what we mean by broadband.
- If we want to decide who can take advantage of one type of application or another, we need to know what they are actually getting today, and what is the gap between that and what they actually need to get
- If we need to know how much it would cost the country to enable all or a subset of its households and businesses to take advantage of one application or another, we need to know what the gap is between where we are and where we want to be.
- If we want to ensure that consumers have a clear and accurate view of what they are getting for their money, we need to decide what are the important metrics, and how to measure them.

And the list goes on. Bottom line: this is important. We want your input. We need your input. If you are an academic, a service provider engineer, a consumer, or anyone else with a stake in the outcome of the Plan, please read the PN, think about it, and share your best thinking.

It looks like a document written by lawyers to lawyers, but in there there are some important questions for the country.

\*\* You can submit brief comments [here](#). Click on the radio button for the National Broadband Plan Notice of Inquiry - Docket 09-51. If you want to file longer comments using an attachment, [file comments here](#) using the same docket number. \*\*

Posted in [Policy](#) | [62 Comments](#) »

- 68 Comments on 1 Post
- Sample Comments:
  - “In whatever definition you use, you must also consider latency.”
  - “Broadband has sufficient bandwidth for real time viewing of (nearly) all streamed content.”
  - “No absolute numbers...The threshold (should) rise as technology improve(s).”

# Rebooted FCC

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## @USA: We're Writing the National Broadband Plan!

By Ryan Singel August 18, 2009 | 1:02 pm | Categories: Broadband

The FCC has homework to finish — a National Broadband Plan due to the Congress in February — and to help get it written, it is starting a blog, cutely named [Blogband](#).

And it's launching a Twitter feed [FCCdotGov](#).



Hey there! [fccdotgov](#) is using Twitter.  
 Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving [fccdotgov](#)'s tweets.

Warren Communications News 

# Communications Daily

THE AUTHORITATIVE NEWS SERVICE OF ELECTRONIC COMMUNICATIONS

FRIDAY, JULY 24, 2009 VOL. 29, NO. 141

### TODAY'S NEWS

**BROADBAND WORKSHOPS** at FCC may mark change in how commission develops regulation, observers say. (P. 1)

**VERIZON SUPPORTS ROAMING** mandate if applied to all carriers under certain conditions, letter to Waxman says. Lawmakers have no immediate response. (P. 2)

**CABLECARD TWO YEARS LATER:** Business as usual for Motorola, Cisco. Time for CE makers to take a second look,

### Broadband Workshops Could Change How FCC Does Business

The series of workshops that the FCC will start Aug. 12 on the [commission's broadband plan](#) are being viewed as a likely template for future FCC actions on other items. But many questions remain, including whether the workshops will cut or add to the workload of FCC staff.

The workshop concept isn't new, but probably hasn't been used [since Bill Kennard](#) was chairman, said former FCC lawyer Jonathan Askin, associate professor at Brooklyn Law School. Kennard success-

## THE WALL STREET JOURNAL

WSJ.com

AUGUST 19, 2009, 12:48 PM ET

# FCC Steps It Up Online

Amy Schatz reports on telecommunications policy.

The Federal Communications Commission is taking steps to update its own communications.

It launched its first-ever blog (<http://blog.broadband.gov/>) and signed up for a Twitter account ([twitter.com/fccdotgov](http://twitter.com/fccdotgov)) – part of an effort by Chairman **Julius Genachowski** to open up the FCC to more sunlight. So far, it's been a work in progress.

The new blog is focused exclusively on the FCC's efforts to write a national broadband plan for how the U.S. can improve the availability of high-speed Internet across the country. That plan is due in February.

FCC officials are working on a new Web site, but so far it's only available for internal use. Meanwhile, many of the legacy policies designed to keep information tightly controlled inside the agency (and among industry lobbyists who keep tabs on

# Big Challenges

- Scope
- Time
- Data
- Imbalance

## Near Term Next Steps

- Future Workshops
  - 10 Workshops Remaining
  - Possibility to add workshops/webinars on additional topics
  - Field Hearings and Broadband Forums throughout Fall to follow up on Workshops
- Comment Cycles
  - First Tranche of Workshops
  - Second Tranche of Workshops
- September Commission Meeting
  - Incorporate Lessons from Workshops, Additional Filings
  - Initial Overview of Current State and Direction of Broadband Deployment/Adoption
  - Introduction to On-Going National Purposes Research
- Ex Parte Process
  - On [www.broadband.gov/exparte](http://www.broadband.gov/exparte)