



Measuring Broadband America

FCC Speed Test App



- **Measuring Broadband America**

- Goal to improve availability of broadband network performance information.
- Core principles
 - Provide **open and transparent** processes and information on broadband performance
 - **Full disclosure** of collected data consistent with our **privacy policy**
 - **Collaboration** with industry, academia, and other stakeholders



- **Fixed Broadband Tests**

- Since 2011, the Commission has gathered data and released three reports on *fixed* broadband performance.
- The goal was to ensure accountability, increase transparency, and enhance competition in the market.
- The reports have spurred investment and helped consumers make informed decisions about the marketplace.



- **Expansion to Mobile**

- We will now be expanding the program to mobile broadband networks by releasing the FCC Speed Test App for Android.
- Mobile broadband is now part of consumers' everyday lives.
- We employ the same core principles.
 - Our goal was to develop an app that provides open and transparent information to consumers about their mobile broadband performance.
 - We hope this information will encourage improvements in mobile broadband networks and drive competition and fact-based decision making.

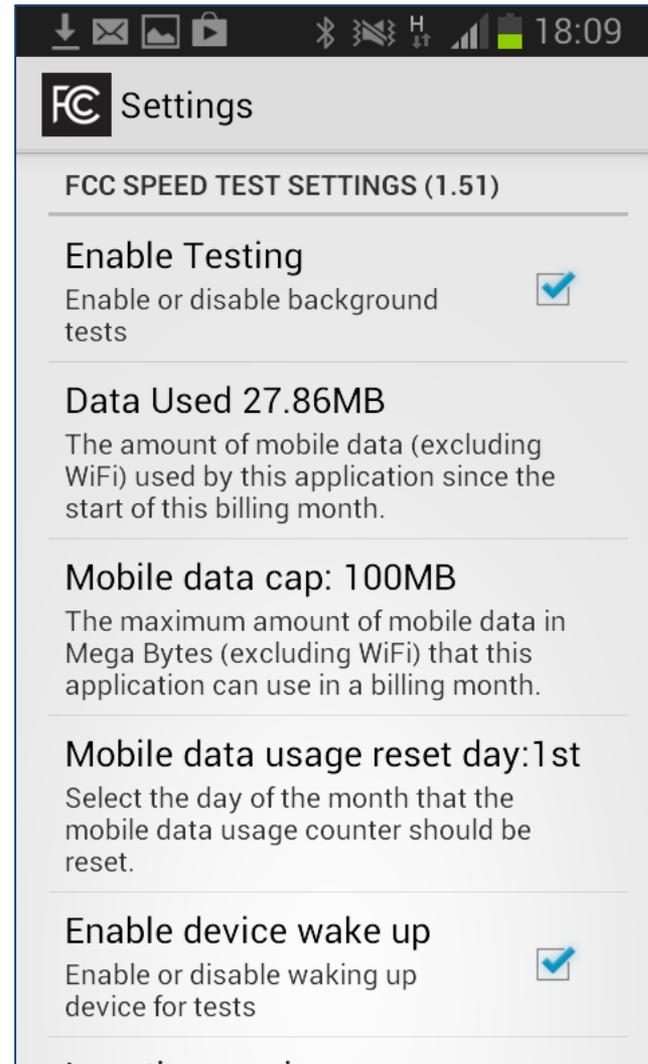


- **Consumer privacy is our top priority.**
 - We worked with a diverse team of privacy experts from the federal government, academia, and industry to develop policies and procedures.
 - Data collection is fully anonymous. No personal or identifiable information is collected.
 - Prior to release of data, a technical privacy expert will analyze its statistical properties to ensure anonymity and prevent re-identification.



- **How it works**

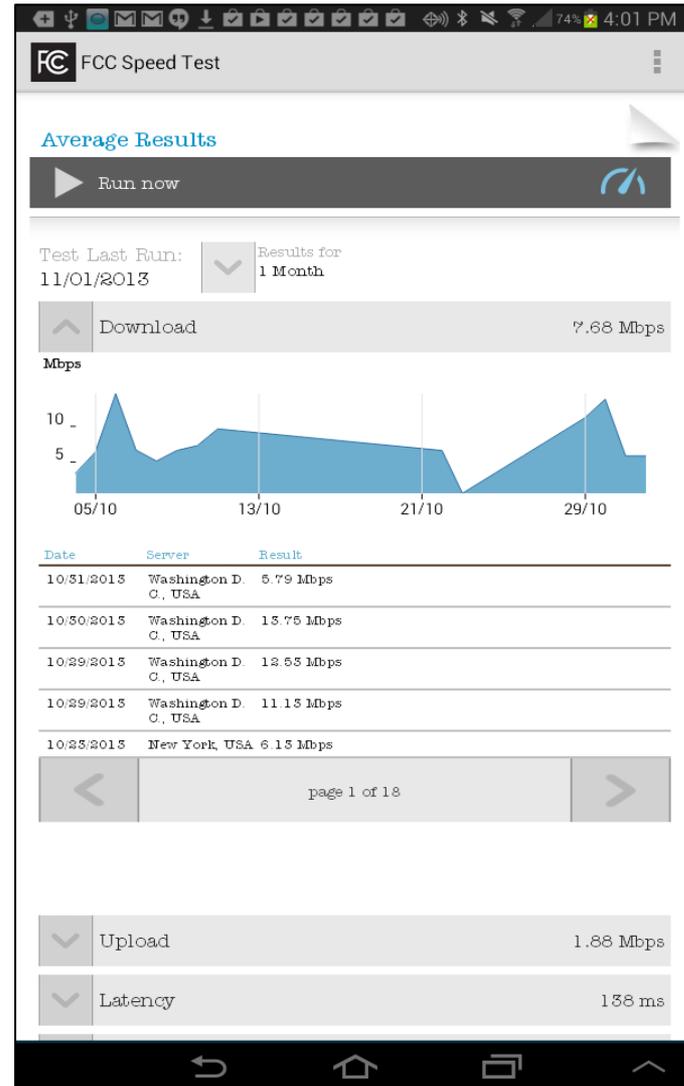
- Available to download from Google Play.
- Tests will run as requested by the user, and also automatically on a regularly-scheduled basis.
 - Measures speed, latency, and packet loss.
 - The app is set with a default data limit of 100 MB per month. Users may increase or decrease this amount from within the app.





- **Performance History**

- Consumers can view performance history to see changes in their mobile broadband network performance over time.





- **Why download the FCC Speed Test app?**
 - Knowledge is power.
 - Easy to use.
 - Volunteers get detailed, free information about their own mobile network performance (e.g. speed, latency, and packet loss).
 - How fast is my LTE when I'm at home? What about on the metro? Is it as fast as advertised?
 - Like the fixed broadband measurement program, we expect transparency will both encourage wireless providers to improve their networks and provide the Commission with additional data to make fact-based decisions.

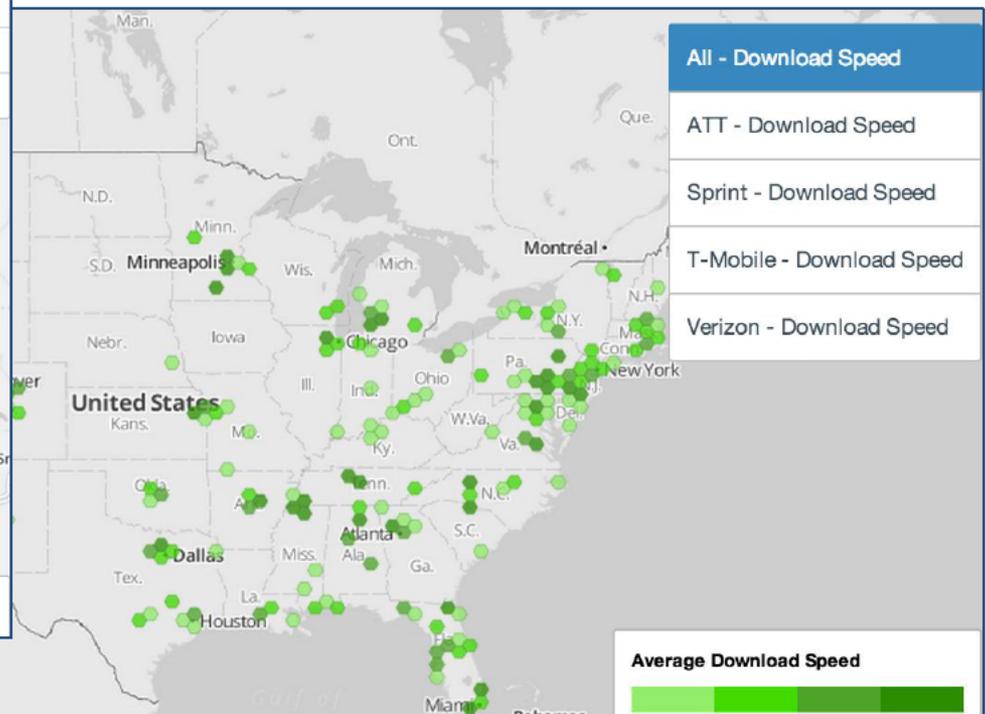
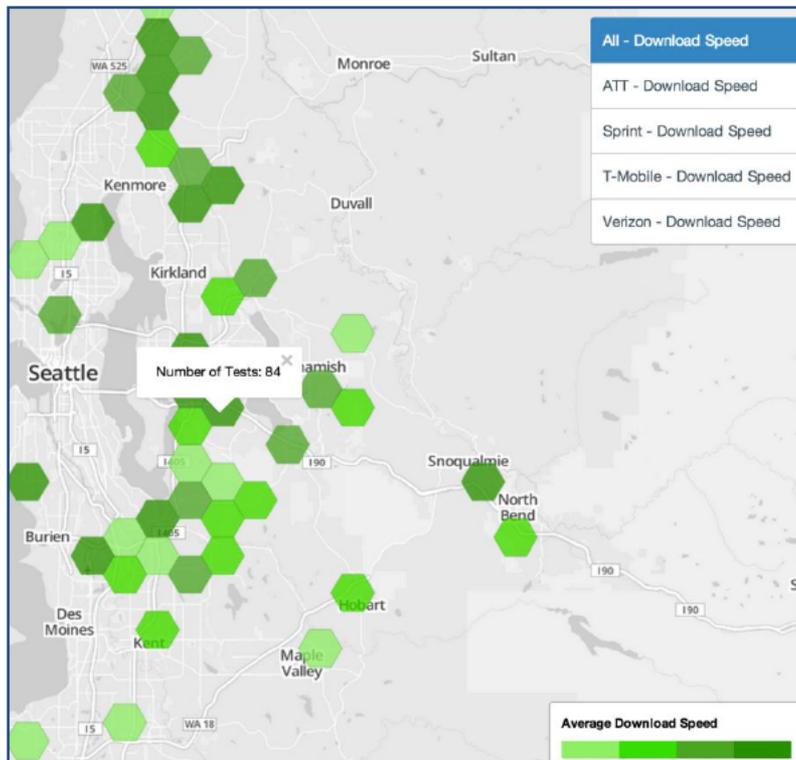


- **Visualizing the Mobile Landscape**

- Early next year, we will begin releasing interactive tools to help consumers to make informed decisions. For example:
 - Mobile broadband maps that let consumers compare local performance.
 - Comparisons by technology so consumers can decide whether to upgrade their phones.
 - Further tools and reports based on recommendations from consumers, public interest groups, and stakeholders.



- Visualizing the Mobile Landscape





- **We want feedback.**
 - Everything is open source.
 - Inspect our code to verify its integrity and how the data collection works.
 - Use it! Test it! Tell us how to make it better, and what else we should be doing to empower consumers.
 - Contact us at feedback-mba@fcc.gov.