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Session 5.1 – The Future of Broadband Measurement: A Discussion of the Metrics Checklist

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Challenges associated with different broadband data collections

Deployment

- *Geographic granularity* – small enough to be useful but large enough to be administrable
- *Residential vs. business* – multi-use networks suggest one collection; different retail offerings suggests two

Adoption

- *Evolving technology vs. longitudinal data* – fast-changing technologies suggest frequent updates, but value in time-series data
- *Consumer vs. provider information* – Consumers often don't know technology or even speed well; but providers can only provide information on a connection, not its use or alternatives available

Pricing

- *Purpose of collection* – different information if goal is to monitor lowest retail price, including promotions than if to monitor relationship between competition and pricing
- *Complex nature of pricing* – bundles, promotions, evolving service levels, evolving pricing structures make defining a single price hard