



OECD Technical Workshop

**“Broadband and Its Impact on Consumers and Economies:
Developing a New Framework for Future Metrics”**

**Hosted by the U.S. Federal Communications Commission
and
Co-chaired by the U.S. Department of Commerce**

**Venue: U.S. Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554**

October 12-13, 2011

Day 1 : October 12, 2011

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| 8:00- 9:00 a.m. | Registration and Continental Breakfast |
| 9:00-9:15 a.m. | Welcome: Dimitri Ypsilanti, OECD Secretariat |
| 9:15-9:30 a.m. | Opening Remarks: Julius Genachowski, Chairman, FCC, United States |
| 9:30-11:00 a.m. | Session 1 – Current Approaches to Measuring the Economic Impact of Broadband |

Session Focus:

Why should we be interested in data about information and communications technology? What motivates the inclusion of broadband into national statistical surveys? How is what we are doing today affecting our future data-gathering and policy-making efforts (ref. Session 4, below)? What is currently generally collected and what connections are posited with productivity, innovation, and entrepreneurship? Is this based primarily on data about businesses? Are reasons for including broadband different for household surveys as compared to business surveys?

Session Moderator: B.K. Atrostic, U.S. Census Bureau, United States

Discussants:

- o *Albrecht Wirthmann, Eurostat*
- o *Taylor Reynolds, OECD*
- o *Catherine Middleton, Ryerson University, Canada*
- o *Seung Keon Kim, KAIT, Korea*

Open Forum to follow

11:00-11:30 a.m. Coffee break

11:30 a.m.-1:00 p.m. Session 2 – Current Approaches to Measuring Broadband Deployment and Adoption

Session Focus:

What broadband data do we collect now and why? What are the current tools to measure and understand broadband development (deployment and adoption) and consumer behavior (including take-up and time spent on various applications)? Who implements the data collection, how are the results analyzed and released, and how often does this occur? Is the policy, regulatory or statistical agency's legal authority the main leverage for collecting data, and how does this affect the data? What is the role for non-traditional sources of information (e.g., on-line measurement and data collection from users/providers) rather than through survey instruments? How is what we are doing today affecting our future data-gathering and policy-making efforts (ref. Session 3, below)?

Session Moderator: James McConnaughey, NTIA, United States

Discussants:

- *Steven Rosenberg, FCC, United States*
- *Lucilla Sioli, European Commission*
- *Agustin Diaz-Pines, OECD*
- *Ron Hale, CRTC, Canada*

Open Forum to follow

1:00-2:00 p.m. Lunch

2:00-3:30 p.m. Session 3-- Looking Ahead: The Need and Use of Data for Broadband Policymaking

Session Focus:

What are the gaps in data now that affect understanding of why broadband is deployed and adopted? Are there upcoming plans to fill these gaps in data? Are there statistical agency data already that could fill these gaps? Or are new or different instruments required?

Session Moderator: Johannes Bauer, Quello Center for Telecommunication Management & Law, Michigan State University, United States

Discussants:

- *Anne Neville, NTIA, United States*
- *Wonki Min, World Bank*
- *Pedro Martín Jurado, Spanish Information Society Observatory, Spain*
- *Mat Ford, The Internet Society, ITAC*

Open Forum to follow

3:30-4:00 p.m. Coffee break

4:00-5:30 p.m. Session 4 -- Looking Ahead: Examining the Relationship of Broadband to Entrepreneurship, Innovation, and Productivity

Session Focus:

Do researchers interested in measuring the impact of information technology/broadband on innovation and productivity have the data they need? Can better use be made of the data that are already available? Where are the gaps? Can regulatory data contribute to the main questions that concern statistical agencies? Are there questions of definition, data collection, or data distribution that could make this regulatory data more useful?

Session Moderator: Susan Teltscher, ITU

Discussants:

- o Diane Braskic, Australian Bureau of Statistics, Australia*
- o Irene Bertsek, Centre for European Economic Research, ICTNET*
- o Matt Yardley, Analysys Mason*
- o Anders Sorensen, Professor of Empirical Economics, Copenhagen Business School, Denmark*

Open Forum to follow

6:00 pm Overview of M-Lab: Thomas Gideon and Tiziana Refice

6:30 pm Reception (Mandarin Oriental Hotel; adjacent to the FCC)

Day 2: October 13, 2011

8:00-9:00 a.m. Continental Breakfast

9:00-10:30 a.m. Session 5.1 -- The Future of Broadband Measurement: A Discussion of the Metrics Checklist

Session Focus:

How ready are country broadband data collecting agencies, whether policy agencies, statistical agencies or regulatory agencies, to provide some of the data needed for the "Short-term goals" section of the OECD broadband measurement checklist, as listed in Annex A? What are the major definitional and methodological issues that need to be treated to both refine and implement this portion of the Checklist?

Session Chair: Richard Clarke, BIAC

Discussants:

- o Steven Rosenberg, FCC, United States*
- o Harald Wium Lie, Nexia, Norway*
- o Inigo Herguera Garcia, CMT, BERE*
- o Ian Macrae, Ofcom, United Kingdom*

Open Forum to follow

10:30-11:00 a.m. Coffee break

11:00 a.m.-12:30 p.m. Session 5.2 -- The Future of Broadband Measurement: A Discussion of the Metrics Checklist

Session Focus:

How ready are country broadband data collecting agencies to provide the data for the “Longer-term goals” section of the OECD broadband measurement checklist, as listed in Annex A? What are the major definitional/methodological issues that need to be addressed in order to refine and to implement this portion of the Checklist and take the actions necessary to achieve our short term goals?

Session Chair: Richard Clarke, BIAC

Discussants:

- *Alexandre Barbosa, Brazilian Network Information Center (NIC), Brazil*
- *Annegret Groebel, BNetzA, Germany*
- *Eric Ralph, FCC, United States*
- *Luis Lucatero, Cofetel, Mexico*

Open Forum to follow

12:30-2:00 p.m. Working Lunch

Session 6.1 -- Measuring Innovation and Productivity in the Internet Economy: A Discussion of the Metrics Checklist

Session Focus:

What are the statistical system priorities for the data in the “Short-term goals” section of the OECD Internet Economy measurement checklist, as listed in Annex A? What are the major definitional/methodological issues that need to be addressed in order to refine and implement this portion of the Checklist? What are the best indicators to measure the impact of broadband on innovation and productivity?

Session Chair: Luis Magalhaes, UMIC, Portugal

Discussants:

- *Leonard Waverman, University of Calgary, Canada*
- *Eva Hagsten, Statistics Sweden, Sweden*
- *Carol A. Corrado, Georgetown Center for Business and Public Policy and ICTNET, United States*

Open Forum to follow

2:00-3:30 p.m. Session 6.2 -- Measuring Innovation and Productivity in the Internet Economy: A Discussion of the Metrics Checklist

Session Focus:

What are the statistical system priorities for the data for “Longer-term goals” section of the OECD Internet Economy measurement checklist, as listed in Annex A? What are the major definitional/methodological issues that need to be addressed in order to refine and implement this portion of the Checklist and integrate them with the actions necessary to achieve our short term goals?

Session Chair: Luis Magalhaes, UMIC, Portugal

Discussants:

- o Aarno Airaksinen, Statistics Finland, Finland*
- o Barbara Kathryn Atrostic, United States Census Bureau, United States*
- o William Lehr, MIT, United States*
- o Vincenzo Spiezia, OECD*

Open Forum to follow

3:30-4:00 pm Coffee break

4:00- 5:30 pm Session 7 -- Implementation of New Broadband Metrics Framework at the OECD level

Session Chair: Vince Affleck, Ofcom, United Kingdom

This will be a wrap up session that includes a summary of the workshop.

In addition, this discussion will include:

- o Determining remaining gaps in data, with prioritization of what steps can be taken immediately*
- o Planning for the second OECD Metrics Workshop (hosted by the UK), including the assignment of Rapporteurs*
- o Identifying recommendations to the OECD ICCP, including:*
 - a) how best to further development and implementation of a new metrics program across all three ICCP Working Parties in the future*
 - b) development of additional activities to support future data collection efforts by statistical and regulatory agencies, including third party efforts*

5:30 pm Adjourn