"All for Broadband –
Broadband for All"

The U.S. NATIONAL
BROADBAND PLAN

Budapest, Hungary
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Federal Communications Commission

ADOPTION SURVEY: KEY RESULTS

➢65% of American adults are broadband users at home
Key Reasons for Non-Adoption

High Cost – 36%
  15% - monthly fee for service
  10% - cannot afford a computer
  9% - activation fee/contract
  2% - combination of costs

Lack of Relevance – 19%
  5% - content with dial-up
  5% - Internet is a waste of time
  4% - nothing to see
  4% - don't use it much

Lack of Digital Literacy – 22%
  12% - lack of comfort with computers
  10% - hazards of online life

Remaining Reasons - 23%
  15% - other or combination of several reasons
  5% - not available locally
  3% - can use the Internet all they want at work

COST OF DIGITAL EXCLUSION

- ➢ The cost of digital exclusion is large and growing

- ➢ Digital exclusion compounds inequities for historically marginalized groups

- ➢ Digital exclusion imposes inefficiencies on society as people carry out tasks by means that take more time, effort and resources than if they had used broadband

AMERICAN RECOVERY & REINVESTMENT ACT

➢ In February 2009, Congress passed the American Recovery and Reinvestment Act ("Recovery Act")

  ➢ To create jobs and lay the groundwork for long-term sustainable economic growth in communities across the United States

➢ Broadband was a key component of the Recovery Act

  ➢ Provided stimulus funds for grants, data collection, and policy development efforts focused on broadband development and uptake throughout the country

THE RECOVERY ACT (cont.)

- ➢ Provided almost $7 billion to expand access to broadband services in the United States
  - ➢ National Telecommunications and Information Administration (NTIA) - $4.4 billion
  - ➢ Rural Utilities Service - $2.5 billion

- ➢ Directed NTIA to develop a national broadband map
- ➢ Directed the FCC to develop a comprehensive broadband plan

WHY – A National Broadband Plan?

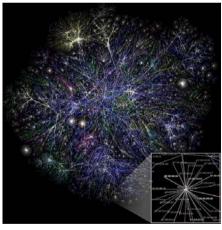**Broadband is the great infrastructure challenge of the early 21st century**

Transcontinental railroad
(1860s)

Rural electrification
(1930s)

Highways
(1950s)

Broadband

BROADBAND AS INDISPENSIBLE PLATFORM

- ➢ Platform for economic growth and job creation
    - ➢ Studies show broadband penetration drives GDP and job growth
    - ➢ Small businesses: eBay enables jobs + entrepreneurs

- ➢ Platform for solutions to national challenges
    - ➢ Education: distance learning, digital textbooks
    - ➢ Health care: remote diagnostics, electronic health records
    - ➢ Energy: smart grid, consumer control of energy usage

- ➢ Platform for speech and civic participation
    - ➢ Marketplace of ideas – free flow of information
    - ➢ Improved government accountability and responsiveness

HOW – Was the Plan Developed?

Involved a **three-stage** process:

➤ Stage one: Evaluation of the current state

➤ Stage two: Gap analysis

  ➤ During stages one and two, we held 36 public workshops at the FCC which were streamed online, released 31 public notices which generated 23,000 reply comments, and received a total of 1,100 filings

➤ Stage three: Solution development

  ➤ Proposed plan framework

NATIONAL BROADBAND PLAN OVERVIEW

➢ Delivered to Congress on March 16, 2010

➢ The Plan contains over 200 recommendations (half of which are directed at the FCC)

➢ The FCC's Implementation Plan calls for over 60 proceedings

➢ Other U.S. government agencies are working on their implementation plans as well

KEY GOALS OF THE NATIONAL BROADBAND PLAN

➢ By 2020, at least 100 million U.S. homes should have *affordable access* to actual download speeds of at least 100 Mbps and actual upload speeds of at least 50 Mbps

  ➢ By 2015, 50 Mbps download/20 Mbps upload

  ➢ 90% broadband adoption rate

➢ Every American community should have affordable access to service of at least 1 GBps to *anchor institutions* such as schools, hospitals and government buildings

➢ The United States should be a leader in *mobile innovation,* with fast and extensive wireless networks

KEY GOALS OF THE NATIONAL BROADBAND PLAN

➢ Every American should have affordable access to robust broadband service and the *means and skills* to subscribe if they so choose

➢ To ensure the safety of the American people, every first responder should have access to a nationwide, wireless, interoperable broadband *public safety network*

➢ To ensure that America leads in the *clean energy* economy, every American should be able to use broadband to track and manage their real-time energy consumption by 2020

PROMOTE BROADBAND AVAILABILITY

➢ Create a new Connect America Fund to support broadband and voice services in un-served areas

 ➢ Universal Service Reform NPRM and NOI (February 2011)

➢ Create a new Mobility Fund to bring all states to a baseline level of "3G" or better wireless coverage

 ➢ Mobility Fund NPRM (October 2010)

➢ Update hearing aid compatibility rules to allow Americans with disabilities to experience full benefit of broadband

 ➢ Hearing Aid Compatibility Report and Order (August 2010)

➢ Establish a Tribal Fund to support sustainable deployment and adoption of broadband in Tribal Lands

 ➢ March 3 FCC Open Meeting will consider recommendations to close wireless gap on Tribal Lands

PROMOTE MOBILE BROADBAND INFRASTRUCTURE

➢ The FCC should make available 500 MHz of spectrum for mobile broadband in the next 10 years

  ➢ 300 MHz goal by 2015

➢ Major Spectrum Decisions

  ➢ 2.3 GHz WCS/SDARS Order (May 2010)

  ➢ Mobile Satellite Services NPRM and NOI (July 2010)

  ➢ White Spaces (September 2010), Selected Database
     Administrators (January 2011)

  ➢ Broadcast TV Bands NPRM (November 2010)

PROMOTE MOBILE BROADBAND INFRASTRUCTURE (cont.)

➢ Expand incentives and mechanisms available to reallocate or repurpose spectrum

  ➢ Incentive Auctions

  ➢ Spectrum Fees

➢ Expand opportunities for innovative spectrum access models

  ➢ More flexible use

  ➢ New unlicensed allocations

➢ Ensure greater transparency in allocation and utilization

  ➢ Launch of spectrum Dashboard (March 2010)

REMOVE BARRIERS TO BROADBAND BUILD-OUT AND LOWER COST OF DEPLOYMENT: FCC ACTIONS

- ➢ Tower siting Declaratory Ruling
- ➢ Rights of Way
- ➢ Pole attachments Order and FNPRM

PRESIDENT OBAMA'S SPECTRUM INITIATIVE

➢ Identify and plan for the release of 500 MHz of spectrum

➢ Provide new tools and new incentives to free up spectrum

➢ Redeploy the spectrum to high-value uses

➢ Use the auction proceeds to promote public safety and job-creating infrastructure investment

➢ High-speed wireless Internet initiative - $15 billion to cover 98% of the U.S.

ENSURE PUBLIC SAFETY AND NETWORK SECURITY

- Create a nationwide wireless, interoperable broadband public safety network by 2020
  - $12-16 billion public funding for network construction costing $6.5 billion

- Create the Emergency Response Interoperability Center (ERIC)

- Explore network resilience and preparedness

ENSURE PUBLIC SAFETY AND NETWORK SECURITY (cont.)

➢ Directs FCC to develop a plan to address network security threats

➢ Directs FCC to begin a proceeding to establish voluntary network security certification system

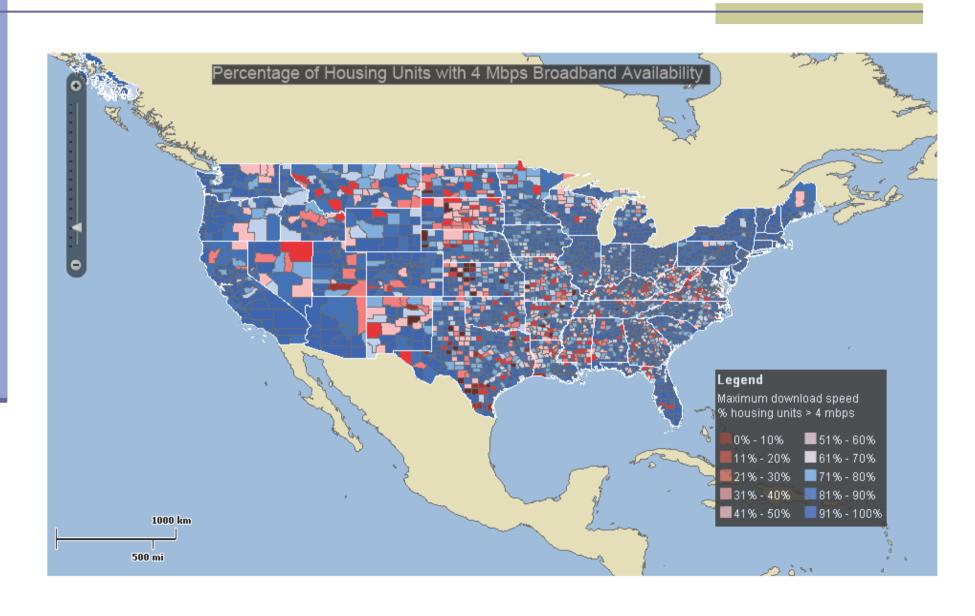 ➢ Cyber Security Certification NOI (April 2010)

PROMOTE ENERGY EFFICIENCY

- Integrate broadband into the Smart Grid
- Expand consumer access to energy information
  - Real time information from smart meters
  - Historical consumption, price and bill data
- Accelerate sustainable information and communications technology
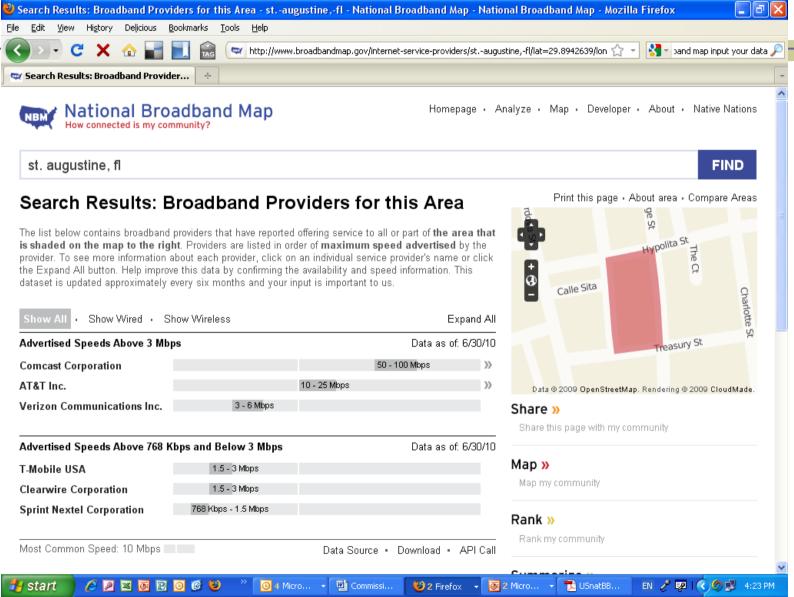
ADVANCING OTHER NATIONAL PURPOSES: FCC ACTIONS

- ➢ Rural Health Care Pilot Program
- ➢ E-Rate Community Use Order
- ➢ Coordination with Food and Drug Administration on wireless health care devices

US National Broadband Map

http://www.broadband.gov/maps/availability.htm

Percentage of Housing Units with 4 Mbps Broadband Availability

Legend

Maximum download speed
% housing units > 4 mbps

- 0% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%
- 61% - 70%
- 71% - 80%
- 81% - 90%
- 91% - 100%

1000 km
500 mi

Look up your own neighborhood

MORE INFORMATION

Thank you!

For further information and updates
http://www.broadband.gov/
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