



*“All for Broadband –
Broadband for All”*

***The U.S. NATIONAL
BROADBAND PLAN***

**Budapest, Hungary
March 3, 2011**

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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 Digital Literacy – 22%

- 12% - lack of comfort with computers
- 10% - hazards of online life

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

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



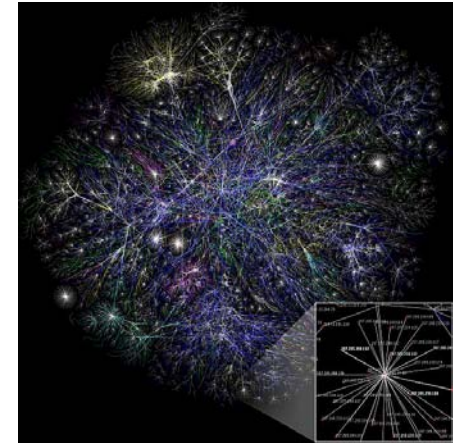
Transcontinental railroad
(1860s)



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

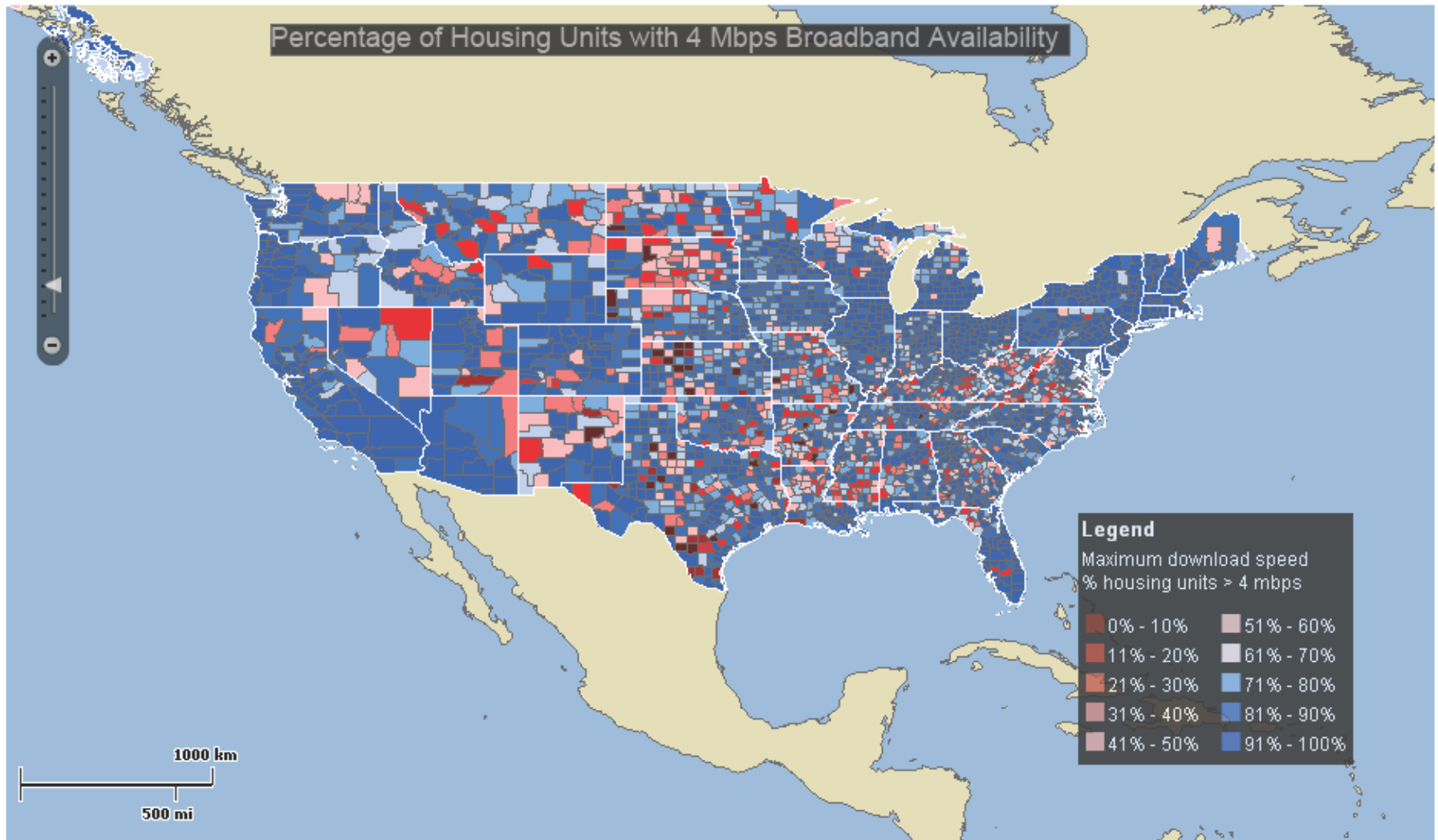
- Integrate broadband into the Smart Grid
- Expand consumer access to energy information
 - Real time information from smart meters
 - Historical consumption, price and bill data
- Accelerate sustainable information and communications technology

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>



Look up your own neighborhood

The screenshot shows a Mozilla Firefox browser window displaying the National Broadband Map website. The search results are for 'st. augustine, fl'. The page features a search bar with the text 'st. augustine, fl' and a 'FIND' button. Below the search bar, there is a section titled 'Search Results: Broadband Providers for this Area'. This section includes a paragraph explaining that the list contains providers offering service to the shaded area on the map, listed by maximum speed. To the right of the text is a map showing a shaded red area in St. Augustine, FL, bounded by Calle Sita, Hypolita St, The Ct, and Treasury St. Below the map are links for 'Print this page', 'About area', and 'Compare Areas'. The search results are organized into two categories: 'Advertised Speeds Above 3 Mbps' and 'Advertised Speeds Above 768 Kbps and Below 3 Mbps'. Each category lists providers with their respective speed ranges and a progress bar. The first category lists Comcast Corporation (50 - 100 Mbps), AT&T Inc. (10 - 25 Mbps), and Verizon Communications Inc. (3 - 6 Mbps). The second category lists T-Mobile USA (1.5 - 3 Mbps), Clearwire Corporation (1.5 - 3 Mbps), and Sprint Nextel Corporation (768 Kbps - 1.5 Mbps). At the bottom of the search results, there is a 'Most Common Speed' indicator set to 10 Mbps and links for 'Data Source', 'Download', and 'API Call'. The browser's address bar shows the URL 'http://www.broadbandmap.gov/internet-service-providers/st.-augustine,-fl/lat=29.8942639/lon'. The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 4:23 PM.

Search Results: Broadband Providers for this Area - st. augustine, fl - National Broadband Map - National Broadband Map - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

http://www.broadbandmap.gov/internet-service-providers/st.-augustine,-fl/lat=29.8942639/lon

Search Results: Broadband Provider...

NBM National Broadband Map
How connected is my community?

Homepage • Analyze • Map • Developer • About • Native Nations

st. augustine, fl **FIND**

Search Results: Broadband Providers for this Area

The list below contains broadband providers that have reported offering service to all or part of **the area that is shaded on the map to the right**. Providers are listed in order of **maximum speed advertised** by the provider. To see more information about each provider, click on an individual service provider's name or click the Expand All button. Help improve this data by confirming the availability and speed information. This dataset is updated approximately every six months and your input is important to us.

Print this page • About area • Compare Areas

Expand All

Advertised Speeds Above 3 Mbps Data as of: 6/30/10

Comcast Corporation	50 - 100 Mbps
AT&T Inc.	10 - 25 Mbps
Verizon Communications Inc.	3 - 6 Mbps

Advertised Speeds Above 768 Kbps and Below 3 Mbps Data as of: 6/30/10

T-Mobile USA	1.5 - 3 Mbps
Clearwire Corporation	1.5 - 3 Mbps
Sprint Nextel Corporation	768 Kbps - 1.5 Mbps

Most Common Speed: 10 Mbps

Data Source • Download • API Call

Share »
Share this page with my community

Map »
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Rank my community

MORE INFORMATION

Thank you!

For further information and updates

<http://www.broadband.gov/>

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