Broadband Mapping Program - Update

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Program

* National Broadband Map
  * http://broadbandmap.gov/

* The purpose of this program is
  * To develop an easily read map that shows a comprehensive picture of existing broadband service and
  * To identify areas in the nation that do not have broadband service or are underserved

Program Contacts

* Anne Neville
  - Director, State Broadband Data & Development Grant Program & National Broadband Mapping Program
  - National Telecommunications and Information Administration (NTIA)
* Michael Byrne
  - Geographic Information Officer
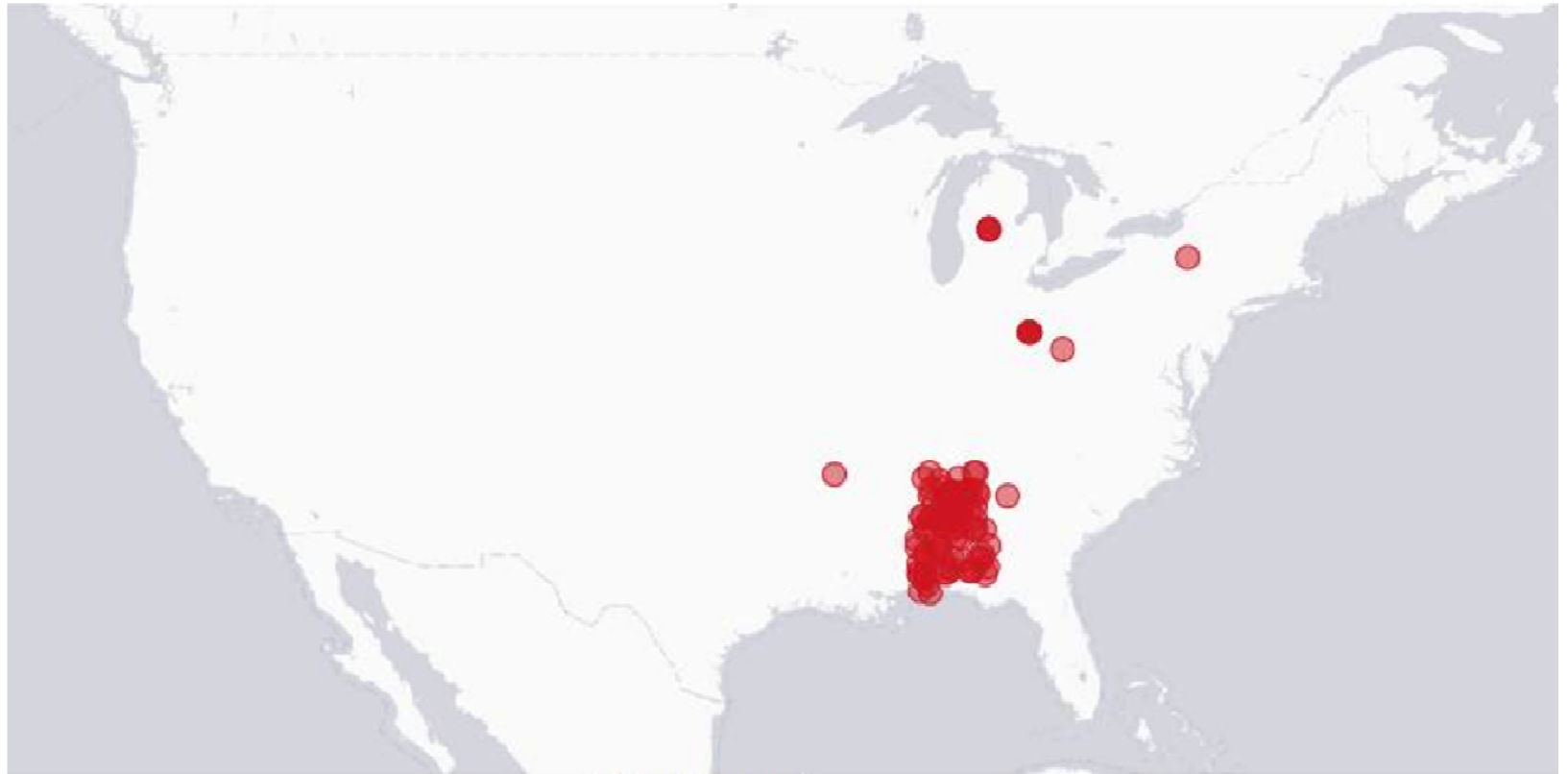 - Federal Communications Commission (FCC)

Current Status

✳ Most recent update of the Broadband Map completed in early March 2012 using data from June 30, 2011

✳ From launch on February 17, 2011 through April 9, 2012:
  – 643,000 unique visitors
  – Average visitor views 5 pages per visit
  – Average visitor stays approximately 9.5 minutes

Viewer for API Calls Shows Live Queries to Maps

APIs Being Used to Crawl the Data by State

APIs Being Used to Crawl the Data by Latitude

Selected API Statistics

* When NTIA/FCC first looked, they saw 4:1 ratio of *findProviderFeedbackbyBlock* (#1 API usage) to *findWireline* (#2 API)

* Wireline Search #1 used API
  – If usage was web only, expected 1:1 usage ratio with wireless search
  – Actually see about 9:1 ratio

* Overall, appears to be a minimum of 4:1 ratio of API usage to web consumption

Conclusion

✳ Lesson learned: use APIs!

✳ Next update scheduled for summer 2012
  – Will use December 31, 2011 data (received by NTIA/FCC in early April 2012)

Questions