

BROADBANDBREAKFAST PRESENTS

BROADBAND MEASUREMENT SUMMIT

**THURSDAY, MARCH 7, 2024
CLYDE'S OF GALLERY PLACE**



BROADBAND MEASUREMENT SUMMIT PROGRAM

THURSDAY, MARCH 7, 2024

9:00 a.m.

Welcome

Drew Clark, Editor and Publisher, Broadband Breakfast

9:10 a.m.

Keynote Address

Carmen Scurato, Legal Advisor to Federal Communications Commission Chairwoman Jessica Rosenworcel

Carmen Scurato serves as the Legal Advisor for consumer and public safety issues to FCC Chairwoman Jessica Rosenworcel. She joined the Chairwoman's office from Free Press where she worked on telecommunications, privacy, and technology issues. Previously, she led a policy team focused on advancing the communication needs of the Latinx community for the National Hispanic Media Coalition.

9:30 a.m. | PANEL 1

The Challenge Process for State Broadband Offices

Many state broadband offices are about to begin their broadband mapping challenges under the Broadband Equity, Access and Deployment grant program. This is a process for states to verify locations that are unserved (i.e., they lack access to 25 Megabits per second (Mbps) * 3 Mbps broadband), and locations that are underserved (i.e., they lack access to 100 Mbps * 20 Mbps broadband). A few advanced states have already begun, or have already completed the process. What have they learned? What "challenges" are they facing? What's next for broadband mapping?

Panelists

Sally Doty, Director, Broadband Expansion and Accessibility of Mississippi

Glen Howie, Director, Arkansas State Broadband Office

Chandler Vaughan, Senior Broadband Policy Analyst, Virginia Department of Housing and Community Development

Alex Wassiliew, Senior Commercial Executive: Government, Broadband & Wireless, Ookla

Adeyinka Ogunlegan, Vice President, Government Affairs & Policy, EducationSuperHighway

Drew Clark (moderator), Editor and Publisher, Broadband Breakfast

10:30 a.m.

Break

10:45 a.m. | PANEL 2

The Value of Mapping Assets Beyond BEAD

Besides current broadband challenges, what geospatial, demographic, and operational information is important for BEAD implementation? In particular, what geospatial information do investors and operators of broadband networks need to better deploy broadband? This session will consider why mapping assets is valuable well beyond the BEAD program.

Panelists

Roddy Flynn, Executive Director, Delaware Broadband Office

J. Randolph Luening, Founder, BroadbandToolkit.com

Chris Scharrer, Founder, DCS Technology Design

Mike Byrne, Senior Vice President, Information Systems, Conexon

Christine Parker (moderator), Senior GIS Analyst, Institute for Local Self Reliance's Community Broadband Networks

11:45 a.m.

Special Address: Crowdsourced Audit of FCC's Broadband Availability Claims

John Busby, Managing Director, BroadbandNow

This study uses crowdsourced data to audit the FCC's broadband availability claims, revealing significant overstatements across technologies: Cable (14.1%), DSL (53.4%), Fiber (25.7%), and Fixed Wireless (58.4%). The discrepancies between FCC's reports and actual availability highlight the need for more accurate data collection and policy reevaluation. Our findings emphasize the value of crowdsourced data in assessing and advocating for realistic broadband service policies, urging a reexamination of current infrastructure and reporting practices.

12:05 p.m.

Lunch

1:15 p.m. | PANEL 3

The FCC's Broadband Nutrition Labels

As if the National Telecommunications and Information Administration's BEAD program wasn't enough, the Broadband Measurement Summit will consider the current status

of the Federal Communications Commission's broadband "nutrition" labels. By April 10, 2024, larger ISPs must display these new Broadband Consumer Labels at the point of sale. They must use clear, easy-to-understand, and accurate information about the cost and performance of broadband services. Internet service providers with 100,000 or fewer subscriber lines must do so by October 10, 2024. How is the FCC's nutrition labels process going?

Panelists

Zac Champ, Deputy Chief, Consumer Policy Division, Federal Communications Commission

Lorrie Faith Cranor, Director and Bosch Distinguished Professor of the CyLab Security and Privacy Institute, Carnegie Mellon University

Steve Morris, Vice President and Deputy General Counsel, NCTA – The Internet & Television Association

Lai Yi Ohlsen, Lead Data Scientist, Measurement Lab

Ted Hearn (moderator), Editor, Policyband

2:15 p.m. | PANEL 4

Measuring and Tracking Broadband Pricing

The Biden Administration's "Internet for All" program emphasizes the important role of affordable broadband. That's one reason that the Affordable Connectivity Program has loomed so large in discussions of America's broadband buildout. What does the evidence show about the price of broadband in the United States versus other Western nations? How does it vary by location? As part of the more detailed and granular broadband mapping and data now being collected, is broadband pricing data being left out?

Panelists

Sascha Meinrath, Palmer Chair in Telecommunications at Penn State University, co-founder of M-Lab, and director of X-Lab

Kristen Purcell, Senior Vice President, SSRS

Scott Wallsten, Executive Director, Technology Policy Institute

Tyler Cooper (moderator), Editor in Chief, BroadbandNow

3:30 p.m.

Program Concludes



Carmen Scurato, Keynote Address

Carmen Scurato serves as the Legal Advisor for consumer and public safety issues to FCC Chairwoman Jessica Rosenworcel. She joined the Chairwoman's office from Free Press where she worked on telecommunications, privacy, and technology issues. Previously, she led a policy team focused on advancing the communication needs of the Latinx community for the National Hispanic Media Coalition.



Sally Doty

Sally Burchfield Doty was named by Governor Tate Reeves as the first director of the Office of Broadband Expansion and Accessibility of Mississippi (BEAM). She is an attorney, and was Executive Director of the Mississippi Public Utilities Staff. Previously she served three terms in the Mississippi Senate representing Southwest Mississippi, serving as Vice Chair of Judiciary Division A and Vice-Chair of Public Property. She also worked on a wide range of other issues on a whole host of other committees.



Glen Howie

Glen Howie is the director of the Arkansas State Broadband Office, where he serves as the chief broadband advisor to Gov. Sanders. He is leading the state's broadband infrastructure and digital opportunity planning and implementation, an effort expected to exceed \$1.2 billion over the next several years.



Adeyinka Ogunlegan

Adeyinka Ogunlegan is the Vice President, Government Affairs & Policy at EducationSuperHighway, a national nonprofit with the mission to close the digital divide for the 17 million households that have access to the Internet but can't afford to connect. As the leader of the government affairs team, Adeyinka focuses on developing the organization's policy positions and advocacy strategy while bringing together the right coalition of partners to accomplish EducationSuperHighway's mission to close the broadband affordability gap. Prior to joining Education SuperHighway, Adeyinka spent several years at Comcast where she was responsible for legislative advocacy and building partnerships with community-based organizations to close the digital divide.



Chandler Vaughan

Chandler Vaughan is Broadband Policy Analyst at Virginia Department of Housing and Community Development. Chandler leads program and policy development for Virginia's existing broadband deployment programs, as well as for the upcoming BEAD program.



Alex Wassiliew

Alex Wassiliew is a Director in Ookla's US Government practice area focused on supporting federal, state and local governments and ISPs in their quest to ensure broadband accessibility, and better connectivity for all. Along with the entire team at Ookla, Wassiliew is focused on ensuring governments, agencies and ISPs have comprehensive, accurate and independent data on network performance and availability so that no serviceable address is left behind as part of our unprecedented telecom funding opportunities. Prior to his role at Ookla, he spent time at RootMetrics, Verizon and Current Analysis.



Drew Clark, Moderator

Breakfast Media LLC CEO Drew Clark has led the Broadband Breakfast community since 2008. An early proponent of better broadband, better lives, he initially founded the Broadband Census crowdsourcing campaign for broadband data. As Editor and Publisher, Clark presides over the leading media company advocating for higher-capacity internet everywhere through topical, timely and intelligent coverage. Clark also served as head of the Partnership for a Connected Illinois, a state broadband initiative.



Mike Byrne

Mike Byrne is Senior Vice President of Information Systems at Conexon. He has has 30 years of geospatial design, analysis and implementation experience in the private and public sectors. Mike served as the first Geographic Information Officer for the Federal Communications Commission (FCC), where he led the creation of the first-ever National Broadband Map. Mike's work helped form the foundation of the Connect America Fund (CAF) and enhanced the collective understanding of where investments were needed to fulfill a connected America vision. He was awarded a Service to America Medal, the highest award given to government employees, for his work.



Roddy Flynn

Roddy Flynn is executive director of Delaware Broadband Office. Prior to this role, he served as the Deputy Director of Congressional Affairs for the National Telecommunications and Information Administration (NTIA). Appointed by the White House, Flynn led congressional affairs for the Internet for All initiative which is tasked with implementing the \$48 billion high-speed Internet expansion portions of the Bipartisan Infrastructure Law.



J. Randolph Luening

J. Randolph Luening is the founder of BroadbandToolkit.com, a firm that provides analytical planning tools to the telecommunication industry to help state broadband offices, investors, grant applicants, engineering firms, and ISPs in BEAD / CPF and others in infrastructure and funding-related decisions. Mr. Luening has enjoyed a 35-year career in the fixed, mobile, and satellite telecommunications, doing business in the US, Europe, and Asia. His education includes a Bachelors of Science in Electrical Engineering (Duke University), Masters of Engineering in Electrical Engineering (Cornell University), and an MBA in Marketing (Wharton School of Business).



Chris Scharrer

Chris Scharrer founded DCS Technology Design, within the professional services industry, to bring excellence in Telecommunication Infrastructure Design for all types of intelligent building and smart community applications. With COVID, and in response to the lack of reliable and trusted ISP service area maps, DCS refocused its mission to develop methodologies that produce highly accurate Rural Broadband accessibility data, and helping Michigan municipalities locate thousands of previously missed or mis-reported homes and businesses that do not have access to Broadband and qualifying them for needed grant funding, ensuring inclusive accessibility for all residents.



Christine Parker, Moderator

Christine Parker is a Senior GIS Analyst with ILSR's Community Broadband Networks Initiative. Christine spent 15 years working on projects to support efforts from non-profit entities focused on bird and habitat conservation. She is interested in creating and sharing maps and images that illustrate complex information in a way that is accessible and impactful. Christine earned her Ph.D. in Natural Resources and Environmental Sciences from the University of Illinois at Urbana-Champaign.



John Busby, Special Address

John Busby is Managing Director of BroadbandNow and Chief Marketing Officer for marketing services company Centerfield. More than 10 million Americans use BroadbandNow every year to find every internet service provider in their area. Our analytics arm, BroadbandNow Research, publishes independent research on coverage, pricing and digital equity issues facing America. Prior to joining Centerfield, John was Head of Analytics for Amazon's grocery division. Prior to Amazon, John was Senior Vice President of Analytics and Marketing at Marchex. He holds a bachelor's degree from Northwestern University.



Zac Champ

Zac Champ currently serves as Deputy Division Chief at the Federal Communications Commission's Consumer Policy Division, specializing in Broadband Nutrition labels. Previously, he was Chief of Staff for the Consumer & Governmental Affairs Bureau at the FCC. With direct experience in the wireless industry, Zac also served as the Vice President of Government Affairs for the Wireless Infrastructure Association.



Lorrie Faith Cranor

Lorrie Faith Cranor is the Director and Bosch Distinguished Professor of the CyLab Security and Privacy Institute and FORE Systems University Professor of Computer Science and of Engineering and Public Policy at Carnegie Mellon University. She directs the CyLab Usable Privacy and Security Laboratory (CUPS) and co-directs the Privacy Engineering masters program at CMU. In 2016 she served as Chief Technologist at the US Federal Trade Commission.



Steve Morris

Steve Morris is Vice President and Deputy General Counsel of NCTA – The Internet & Television Association (NCTA), where he represents the cable industry on a wide range of matters related to the regulation of broadband and voice services. Prior to joining NCTA, Mr. Morris worked in the Wireline Competition Bureau of the Federal Communications Commission, at a provider of fiber optic network facilities, and at two Washington, D.C., law firms. Mr. Morris received a B.S. in Economics from the Wharton School of the University of Pennsylvania and a J.D. from George Mason University School of Law.



Lai Yi Ohlsen

Lai Yi Ohlsen is Lead Data Scientist, Measurement Lab, where she studies the evolution of the Internet, and a part-time lecturer at The New School where she teaches Critical Computation, Core Lab: Systems and Statistics & Society. The user-initiated measurements collected by M-Lab provide an opportunity to understand whether our shared infrastructure can handle the unprecedented shift of load to the network's edges.



Scott Wallsten

Scott Wallsten is President and Senior Fellow at the Technology Policy Institute and also a senior fellow at the Georgetown Center for Business and Public Policy. He is an economist with expertise in industrial organization and public policy, and his research focuses on competition, regulation, telecommunications, the economics of digitization, and technology policy. He was the economics director for the FCC's National Broadband Plan and has been a lecturer in Stanford University's public policy program, director of communications policy studies and senior fellow at the Progress & Freedom Foundation, a senior fellow at the AEI – Brookings Joint Center for Regulatory Studies and a resident scholar at the American Enterprise Institute, an economist at The World Bank, a scholar at the Stanford Institute for Economic Policy Research, and a staff economist at the U.S. President's Council of Economic Advisers. He holds a PhD in economics from Stanford University.



Ted Hearn, Moderator

Ted Hearn is the Editor and Publisher of Policyband, a new website dedicated to comprehensive coverage of the broadband communications market.



Sascha Meinrath

Sascha Meinrath is the Palmer Chair in Telecommunications at Penn State University, co-founder of M-Lab, and director of X-Lab, an innovative think tank focusing on the intersection of vanguard technologies and public policy. Professor Meinrath is a renowned technology policy expert, and internationally recognized for his work over the past quarter century as a community Internet pioneer, social entrepreneur, and cutting-edge broadband measurement research.



Tyler Cooper, Moderator

Tyler Cooper is the Editor-in-Chief at BroadbandNow. BroadbandNow and its analytics arm, BroadbandNow Research, cover social, economic and political issues related to broadband technology such as digital inclusion, municipal broadband, telecom legislation, emerging technologies, and the impact of broadband on everyday life. Tyler is an active speaker at industry conferences and events, such as the National Digital Inclusion Alliances Net Inclusion conference, NPR's "In Conversation" & Broadband Breakfast's "Broadband Breakfast Live Online." Tyler's work has been published on sites including VentureBeat, TechRadar, Digital Trends, The Next Web, as well as VICE, Fox News, Voice of America, and many other outlets.



Kristen Purcell

Kristen Purcell holds the position of Senior Vice President at SSRS. Prior to this role, she served as Vice President, Chief Research and Analytics Officer at Consumer Reports. Before joining Consumer Reports, Kristen worked at Mathematica Policy Research, and was the Business Transformation Director. Kristen also had experience working at the Pew Research Center, where she served as the Associate Director, Research for the Internet & American Life Project.

**Mark your calendar for Digital Infrastructure Investment on Thursday,
September 19, 2024**

The annual Digital Infrastructure Investment program brings the broadband infrastructure and financial services communities together to focus on the digital infrastructure and investment asset profile, including fiber, small cells, towers and data center assets, that is required to support a 21st century information economy.

The pathbreaking program unites infrastructure investment fund managers, institutional investors, private equity and venture capitalists with senior broadband leaders and brings clarity to the next business model for advanced digital infrastructure.



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