

Personal Broadband: A unifying framework for ubiquitous broadband



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Wireless Broadband Forum
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What is “Personal Broadband”?

- Software-driven broadband connectivity that is convenient, more affordable & always there
- Market definition of the future reach of the Internet & digital media
- A new market worth \$500B annually

Why “Personal Broadband”?

*“Wireless Broadband” is but one ingredient
of
“Personal Broadband”*

What problem are we solving?

How we define the problem will impact the results

- “Personal Broadband” provides:
 - A unifying framework for guiding policy, discourse and capital
 - A clarifying definition for what we are already seeing in the market
- Key questions that we need to address are:
 - **How big is the market** for affordable, ubiquitous broadband?
 - What are the **metrics** we should use?
 - What **principles** maximize the opportunity?

PBIA Overview

- **Mission**

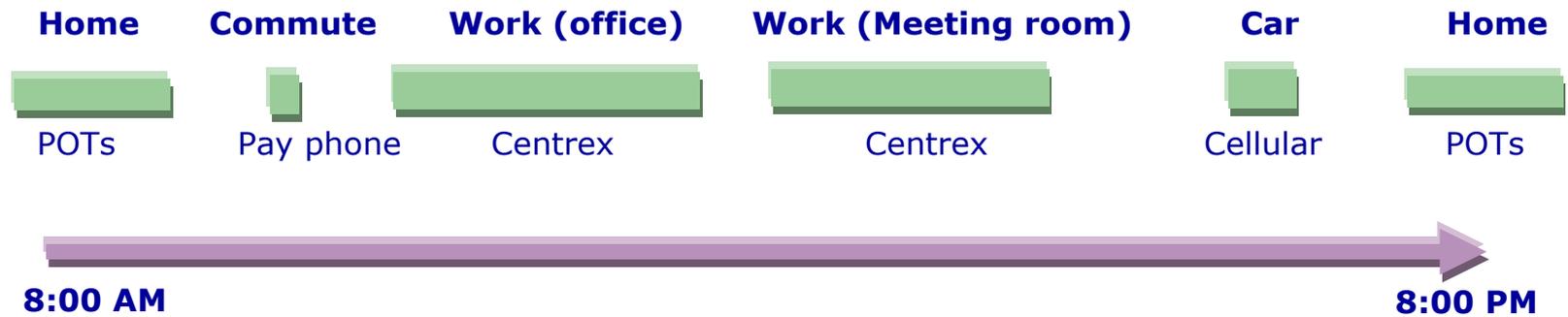
To provide a ***unified industry voice and understanding*** to **educate, promote** and **support** the global market for affordable, ubiquitous broadband technologies and services.

What is required to create this new market?

- New industries are created when users adopt new, more efficient ways of doing things
 - **Reliable and ubiquitous**
 - Users will change their behaviors when they can depend upon new technologies and services
 - **Affordable**
 - competitively priced to alternatives
 - **Sustainable business model**
 - Not subsidized
 - **Free, competitive market**
 - No burdensome regulation
 - **Capital**
 - Supportive capital market

The shift from fixed communications to personal communications expanded the communications market

Personal daily communications: 10 years ago



Personal daily communications: now



The shift from fixed communications to personal communications expanded the communications market



10 years ago



Today
\$160B/yr

→ “Wireless” was the “glue” that increased the reach and availability of communications

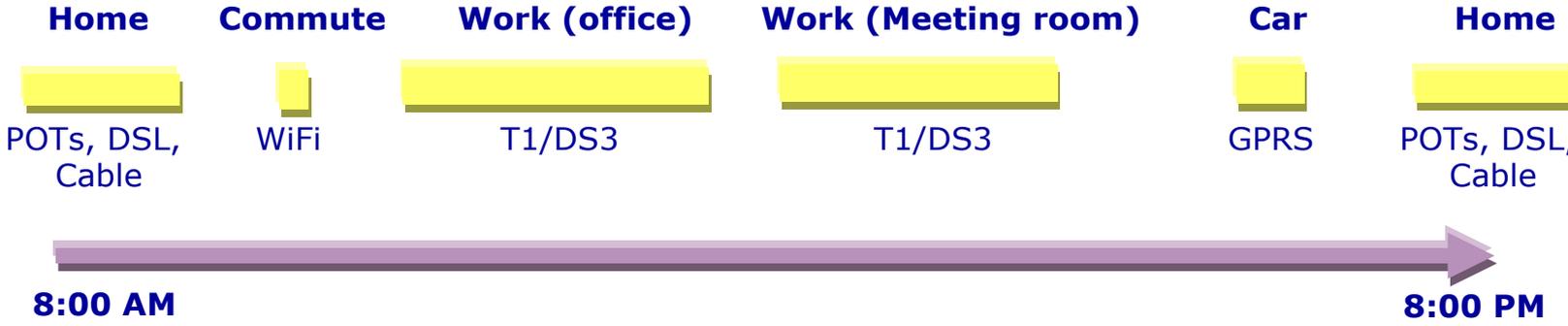
Confidential

Sizing the Personal Broadband market

- The transformation of personal communications caused:
 - A new ways of using communications
 - Increased productivity
 - New employment opportunities
 - New industries

The shift from fixed connectivity to personal broadband connectivity will expand the digital media market

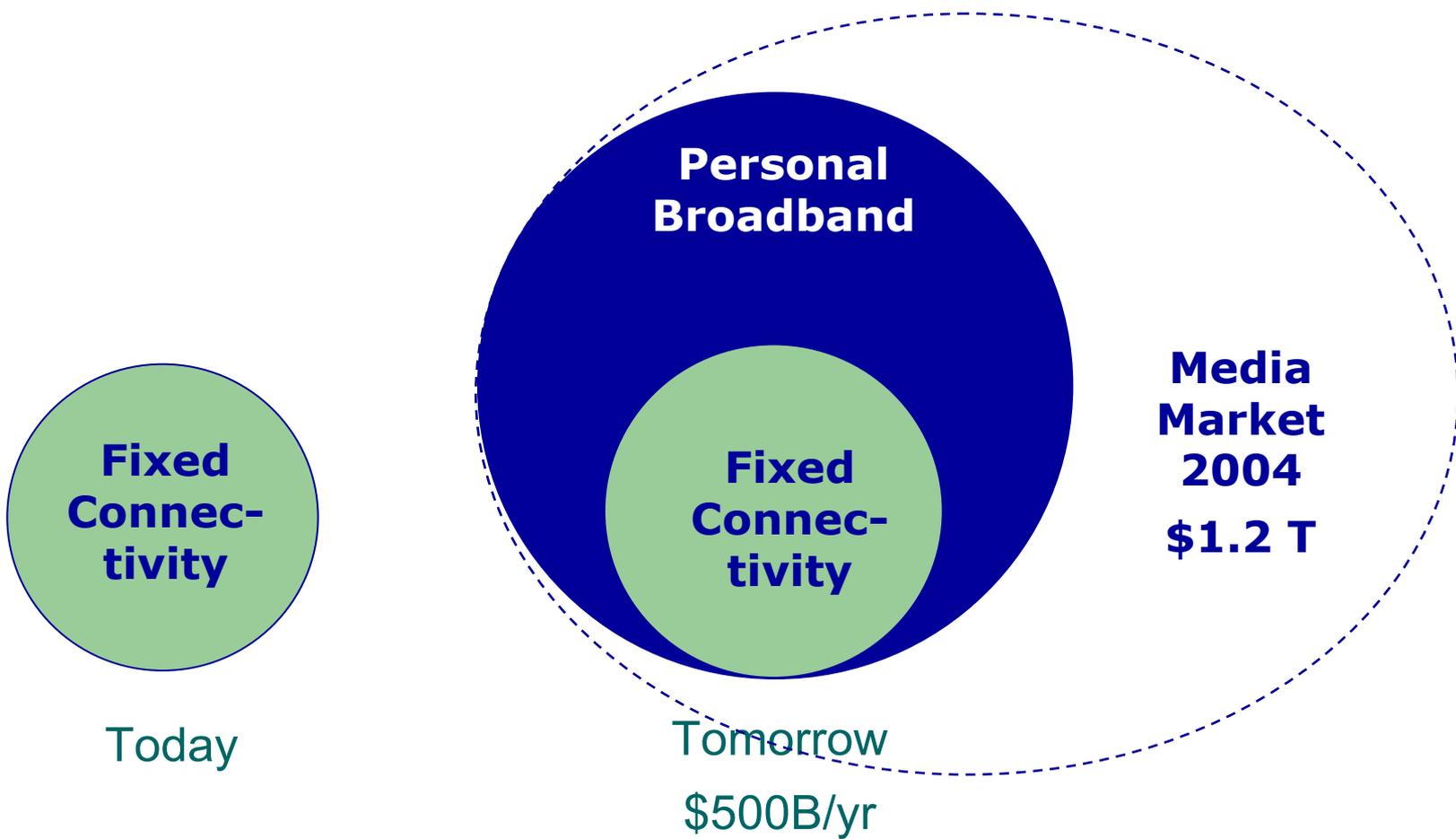
Internet access: Today



Internet access: Tomorrow

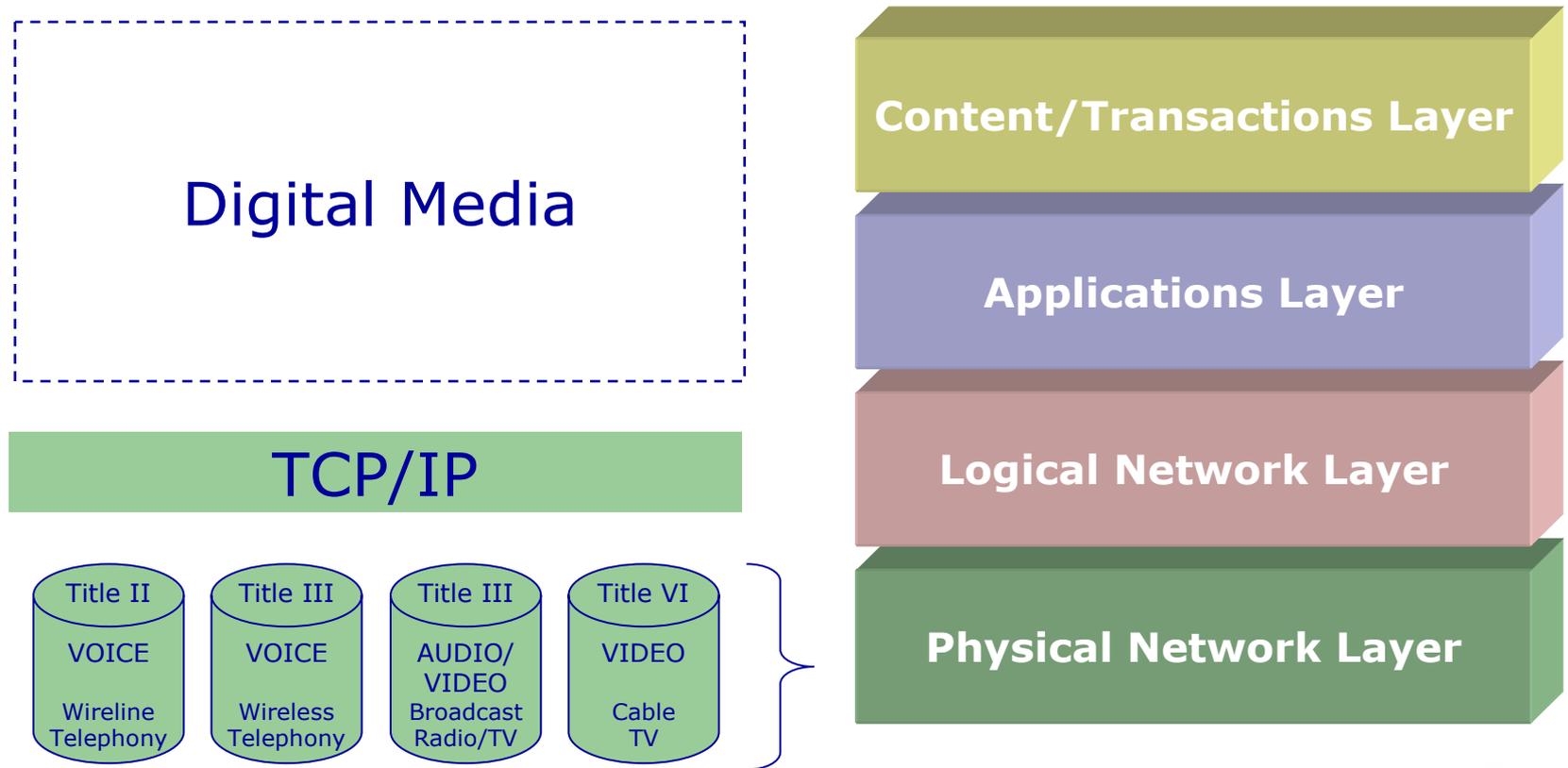


The shift from fixed connectivity to personal broadband connectivity will expand the digital media market



→ “Wireless” will be the “glue” that increases the reach and availability of digital media

Tomorrow's media market depends upon current providers supporting a layered approach to creating value



Recommendations – actions to foster the Personal Broadband market

- Adopt the “personal broadband” market definition
 - PB supplies a framework and understanding
 - This market definition can inspire **capital** markets
- Adopt policies that ensure that personal broadband solutions are **affordable**
 - Allocate more spectrum & utilize **smart software**
 - Use Cost/MB to ensure **sustainable economics**
- Adopt a “layered model” as a framework for market development
 - Foster innovation and competition

Why “personal broadband”?

- Unifying framework for guiding policy, discourse and capital
- A clarifying definition of what we are already seeing in the market
- A catalyst for growth of the U.S. economy

<http://www.personalbroadband.org>



Help us educate and promote understanding of this new market

We need to define the opportunities and problems in the context of the “big picture” –

Personal Broadband

Sustainable and Inevitable

<http://www.personalbroadband.org>

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