

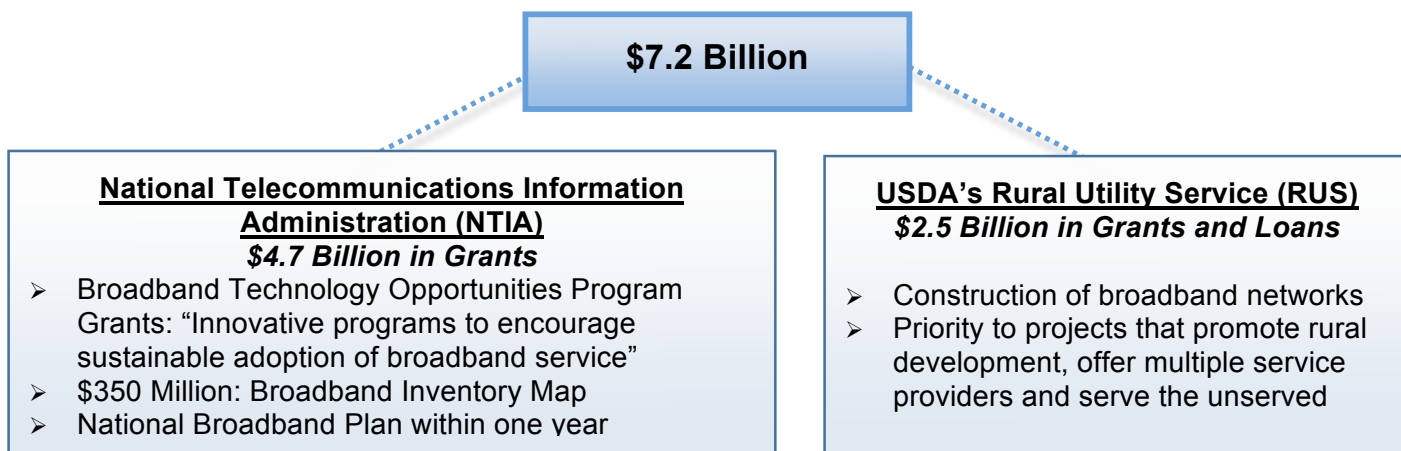


# Internet Innovation Alliance

## IIA Broadband Principles

- (1) Every American Should Have Broadband Internet Access.
- (2) Solutions Need to Address the 5% of Americans who lack any access whatsoever (supply side) and the 45% of Americans who choose not to sign up (demand side).
- (3) Universal Broadband Will Require Coordinated and Complementary Action from both Public and Private Sectors.
- (4) Public Policy Should Encourage Competition, Education, and Investment.

## What Is In The Stimulus Bill For Broadband?



## Funding Priorities

Grants should focus on:

- Targeted Areas
- Timely deployment
- Temporary Funding

(1) Use stimulus funds to stimulate. Broadband expenditures in 2009 should seek projects that are well-defined, and, to the maximum extent possible, shovel ready. They also should reflect previous experience, such as the benefits of connecting libraries and community technology centers.

(2) Focus on what we know. 5% of Americans have no broadband options whatsoever, while 45% do not see value in adoption. The top priority for stimulus investments should be deployment of broadband to **unserved** areas where residents do not have access to wireline broadband or satellite broadband Internet services.



(3) Tap local knowledge. **States, cities** and **non-profit organizations** should play a leading role as they are in the best able to identify community needs and offer creative, region-specific solutions.

(4) Implement sustainable solutions. Do not set rules on the \$7 billion of stimulus funding that discourage the more than \$60 billion annually invested by the private sector. Focus on the importance of digital literacy and consumer education for improved broadband **adoption** and usage.

### **What Does the Stimulus Program Mean for Consumers?**

- Increased momentum toward providing broadband technology to consumers in rural and other previously unserved areas.
- New research and data to help pinpoint communities that do not have broadband, why they lack service and what can be done to connect them.
- Greater competition in the broadband marketplace to spur new applications and innovation.
- Underscore the importance of digital literacy for all Americans by showcasing the benefits of broadband, including access with alternative devices.

### **A National Broadband Strategy: Increasing Broadband Access Through Good Public Policy**

A National Broadband Strategy should be adopted that focuses on the “supply side” (promoting broadband deployment and access) and the “demand side” (encouraging broadband adoption and addressing gaps in understanding).

#### **Supply Side**

1. Improve information to the market
2. Promote competition
3. Encourage next generation technology

#### **Demand Side**

1. Expand digital literacy
2. Encourage transformative apps
3. Aggregate broadband demand

#### **FCC Notice of Inquiry (NOI) on National Broadband Strategy seeks comments on:**

- Goals for overall broadband plan.
- Most effective, efficient methods to help define impact of goals on existing programs and competition between content providers.
- Detailed strategy regarding affordability, maximum use out of infrastructure.
- How to evaluate deployment of broadband and project progress.
- How broadband plan should interact with ARRA’s goals.
- Best ways to enable coordination between federal agencies, states and others.
- How to define a plan to help expand use of broadband by all Americans and increase technology literacy.



## Timeline

February 13, 2009 – Bill Passed By Congress  
February 17, 2009 – President Obama Signs Stimulus Into Law  
March 10, 2009 – First NTIA/RUS/FCC Meeting On Stimulus  
March 24, 2009 – FCC Releases Request For Comments On Key Definitions  
April 8, 2009 – FCC Releases NOI On National Broadband Strategy  
April 13, 2009 – Comments On Key Definitions Due To FCC  
April-June 2009 – First Round Of NTIA Awards  
October-December 2009 – Second Round Of NTIA Awards  
February 13, 2009 – National Broadband Plan Due To Congress  
April-June 2010 – Third Round Of NTIA Awards

## What Others Are Saying:

- “...the best way to assure the bulk of stimulus funds are targeted and expended in the most efficient manner possible is to, as Congress directed, rely extensively on the States.”  
*National Association of Regulatory Utility Commissioners: (NARUC, Letter to USDA, 4/2/09)*
- “In addition to hardware, urban families need help with literacy- appropriate training and content, and a lot of ongoing support to cross the digital divide. Giving families the ability to earn these services via “sweat equity” is a proven way to help them overcome the barriers to broadband adoption and incorporate the innumerable benefits of the online world into their daily lives.”  
*Greg Goldman, CEO Wireless Philadelphia (Washington Post, March 14, 2009)*
- Raul Katz, director-business strategy research at the Columbia Institute for Tele-Information (CITI), said that while the construction of broadband facilities under the ARRA would create about 128,000 jobs - about 44,000 fewer than would be created by equivalent spending on traditional infrastructure such as roads and bridges - the impact of network effects could range from a net loss of 1,000 jobs to a net gain of 270,000 jobs. (February 19 2009, TR Daily)
- “We want to ensure that everyone has access to broadband, and we also want to ensure that everyone has access to broadband at meaningful speeds and affordable prices and can benefit from competition among service providers.”  
*Chairman Rick Boucher (Hearing on the Oversight of the American Recovery and Reinvestment Act: Broadband, April 2, 2009)*
- “As specified by the American Recovery and Reinvestment Act, government can play a role in stimulating both supply and demand. Programs that integrate what we consider six key drivers — *adoption, public/private partnerships, intentionality, affordability, sustainability and innovation* can support the development of a digital ecosystem and promote a culture of use. These six drivers should serve as a framework for evaluating requests for broadband stimulus funding and drive our national goal to bring access to unserved and underserved communities.”  
*Dr. Nicol Turner-Lee, One Economy Corporation, (Hearing on the Oversight of the American Recovery and Reinvestment Act: Broadband, April 2, 2009)*