

# **Personal Broadband: A unifying framework for ubiquitous broadband**



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Wireless Broadband Forum  
May 19, 2004

# 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**

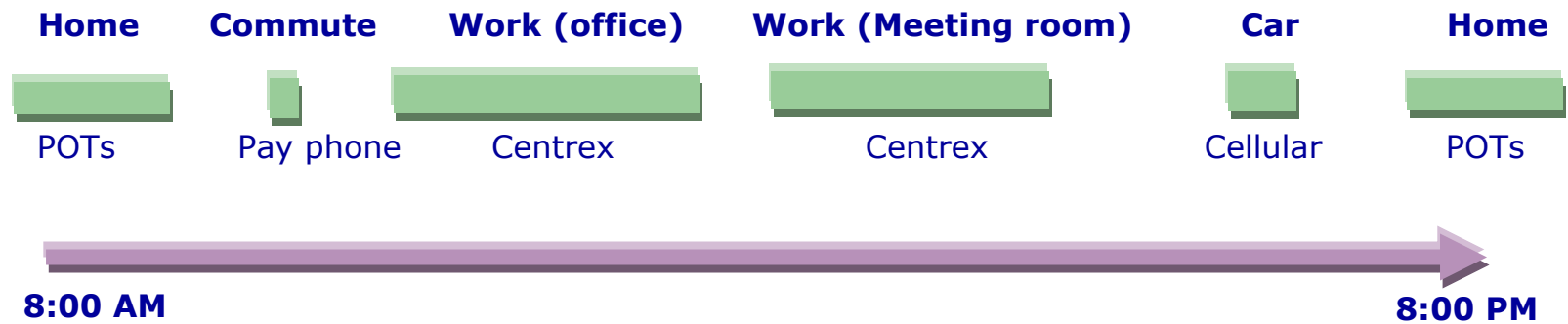
To provide a ***unified industry voice and understanding*** to **educate, promote and support** the global market for affordable, ubiquitous broadband technologies and services.

# 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



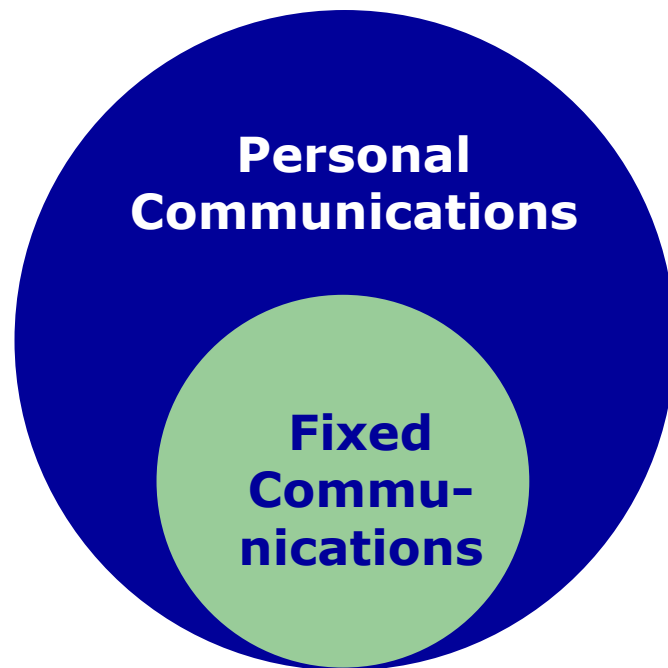
## Personal daily communications: now



# 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

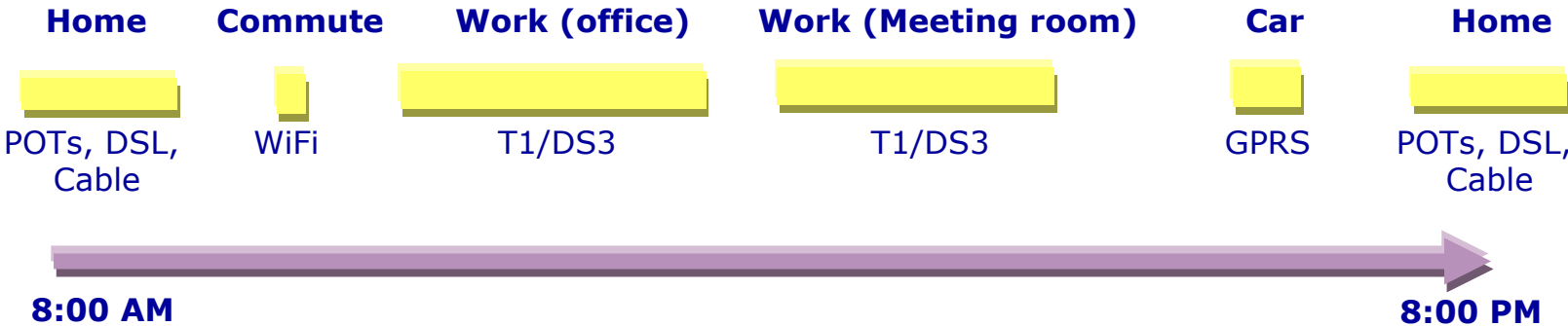


# Sizing the Personal Broadband market

- 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

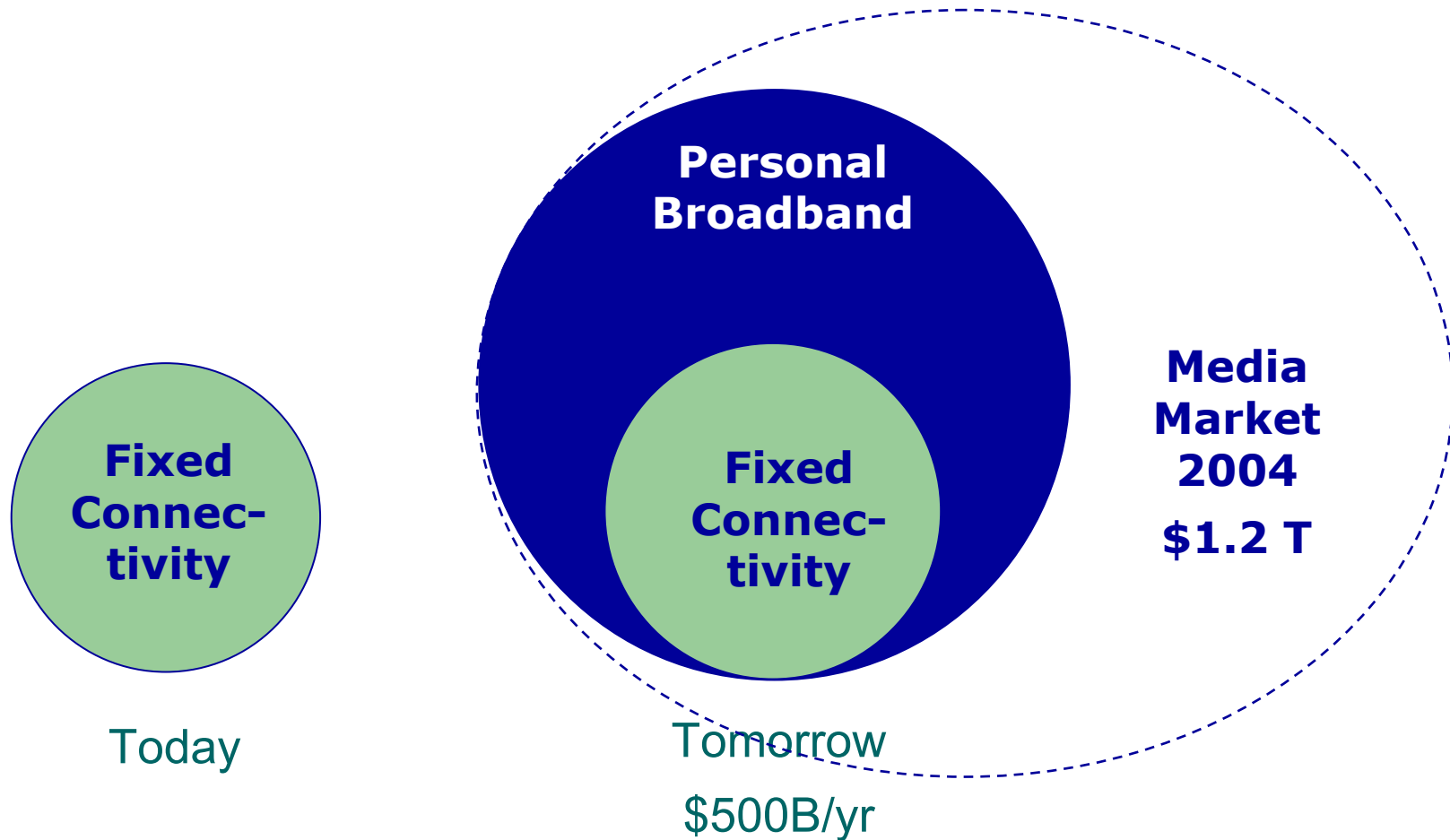
## Internet access: Today



## Internet access: Tomorrow

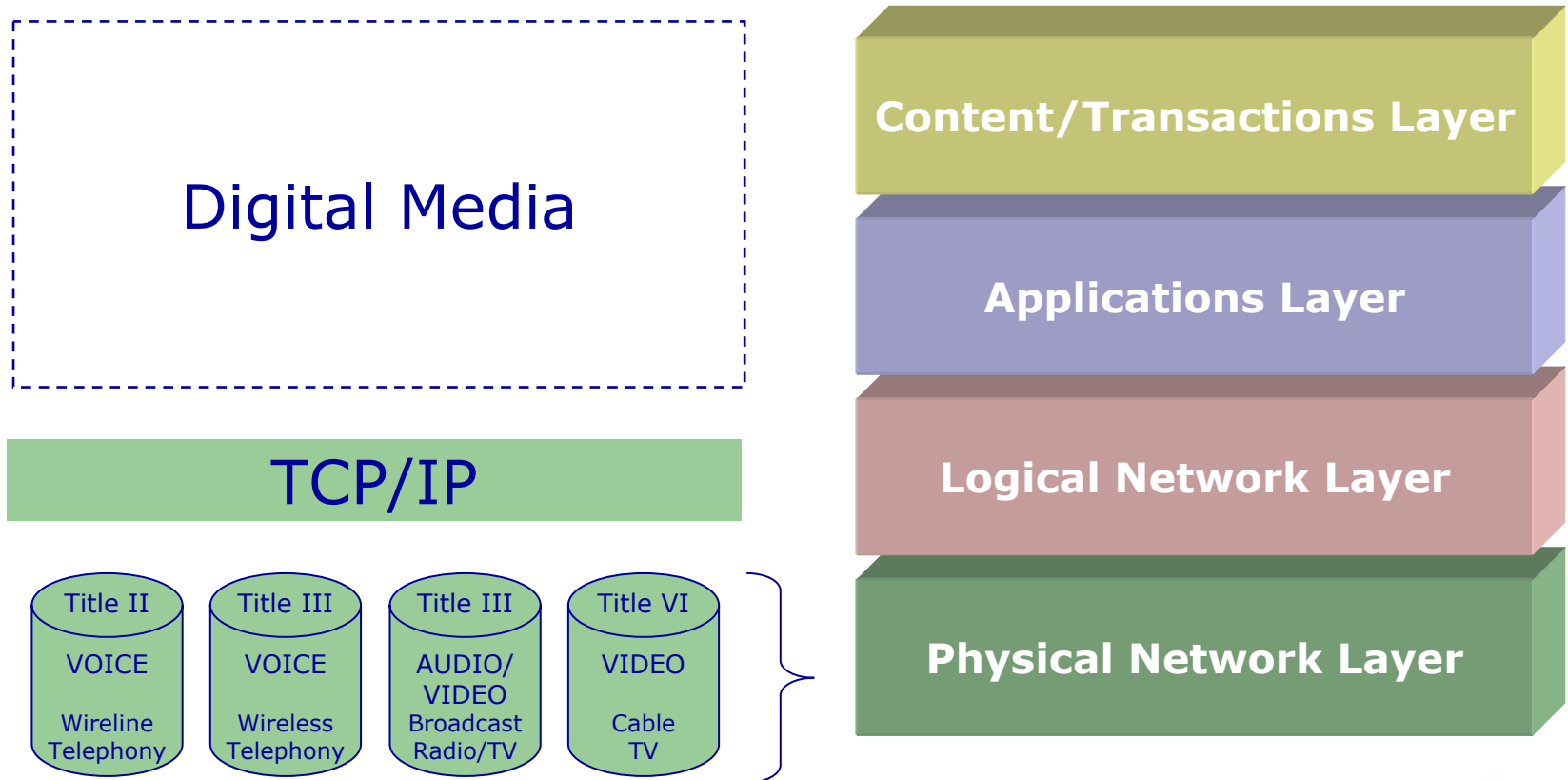


# The shift from fixed connectivity to personal broadband connectivity will expand the digital media market



→ "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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