Broadband Mapping Program - Update

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NGAC Point of Contact
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Program

National Broadband Map
- [http://broadbandmap.gov/](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