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ID Insight Analysis Reveals Significant Differences Between National Broadband Map and BroadBand Scout Data

New ID Insight white paper outlines key differences, especially in rural areas and among wireless internet service providers

ARDEN HILLS, MINN. (June 01, 2011) — Now that the National Broadband Map has been published, it is possible to analyze the accuracy of the information provided. Data-and-analytics firm ID Insight compared the first version of the National Broadband Map released in February to its BroadBand Scout database, the largest independent and most complete national database of internet connectivity and usage, and identified significant differences between the two. The company has released the results of its analysis in a white paper, available at no charge at www.IDInsight.com/broadbandmap.asp.

BroadBand ScoutSM from ID Insight is based on more than 500 million internet transactions and is currently being used by many of the nation's largest broadband providers, as well as state governments, the federal government and local municipalities to chart broadband availability, usage and market share.

ID Insight used BroadBand Scout to analyze broadband availability and speed versus the information that was provided to the states through the providers believed to be operating within those states. In the "Verification Analysis of the National Broadband Map: Spotlight on Arizona" white paper, ID Insight focused on the state of Arizona to illustrate the differences at a granular level. Some of the most significant observations outlined in the white paper include:

- 95 percent of the time, the Arizona map and Broadband Scout agree with respect to broadband coverage. However, when we isolate the more rural counties, only 85 percent of the time do they agree.
- Only 74 percent of the targeted providers contributed data. Of the targeted providers, BroadBand Scout observed 96 percent of the providers.
- When considering the largest providers, BroadBand Scout observed providers both over-reporting, and others under-reporting, some by as much as 400 percent.
- When considering broadband speeds being delivered, BroadBand Scout observed that only 50 percent of the most rural counties had actual broadband speeds above 5 mbps combined versus 100 percent reported on the Arizona map, which reports "available" speed.

According to ID Insight president Adam Elliott, the data reflects both the positive aspects of the recently released National Broadband Map, as well as what the industry -- and individual participants -- can do to consistently improve that overall process. "Whether providers contribute data or not, we still need to verify that the data and information provided is correct," Elliott says. "We can only do that through verification from independent, third-party sources such as BroadBand Scout and others."

In the white paper, ID Insight outlines the methodology used to compare how Arizona's carrier-contributed map to the information contained in BroadBand Scout, as well as the key differences observed -- including household level examples of these reported differences. Also included are carrier-by-carrier differences and the potential ramifications.

The complete white paper, including the methodology used, is available at no charge at www.IDInsight.com/broadbandmap.asp.

"The initial version of the National Broadband Map from the National Telecommunications and Information Administration (NTIA) this past February is a great first step of where our country is with respect to broadband infrastructure," says Elliott. "At the same time, we all understand that it is a work-in-progress and we need to continue to improve our understanding of where broadband is and is not. Continuing to improve the map allows us as an industry to make better and more informed decisions about broadband infrastructure, including both wireline and wireless."

About ID Insight

ID Insight is a data and analytics company focused on the financial services, retail, telecommunications and e-commerce industries. In addition to providing broadband information to State and Federal government sector, BroadBand Scout is also being accessed by many of the nation's largest and smallest telecommunications companies to understand their competitive landscape, market share and market share shifts. For more information, visit www.IDInsight.com.

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