

BWA WISPA OPERATOR SURVEY Qs BY THE CARMEL GROUP Q1 2017

Q 9 ESTIMATE HOW MANY TOTAL HOMES ARE PASSED BY YOUR SYSTEM(S)?

Q 10 HOW MANY RESIDENTIAL SUBSCRIBERS MAKE UP YOUR COMPANY'S SYSTEM(S) TODAY?

Q 11 WHAT WAS YOUR ACTUAL OR BEST ESTIMATE OF THE ANNUAL RESIDENTIAL SUBSCRIBER GROWTH PERCENTAGE RATE FOR YOUR COMPANY DURING THE PAST YEAR?

Q 12 HOW MANY BUSINESS/COMMERCIAL/GOVERNMENTAL SUBSCRIBERS DOES YOUR COMPANY HAVE TODAY?

Q 13 FROM YOUR ENTIRE BUSINESS/COMMERCIAL/GOVERNMENTAL CLIENT BASE, WHAT WOULD YOU ESTIMATE ARE THE RELATIVE PERCENTAGES OF THE TYPES OF BUSINESSES/COMMERCIAL UNITS YOU SERVICE?

Q 15 WHAT WAS THE ESTIMATED OR ACTUAL ANNUAL BUSINESS/COMMERCIAL/GOVERNMENTAL SUBSCRIBER GROWTH PERCENTAGE RATE OF YOUR COMPANY DURING THE PAST YEAR

Q 16 WHAT IS YOUR COMPANY'S AVERAGE MONTHLY CHURN (OR TURNOVER) RATE FOR THE PAST YEAR (TAKE YOUR AVERAGE NUMBER OF DISCONNECTED SUBSCRIBERS IN A GIVEN MONTH AND DIVIDE THAT BY YOUR SUBSCRIBER BASE AT THE BEGINNING OF MONTH)?

Q 17 WHAT IS YOUR COMPANY'S MOST RECENT FIGURE FOR TOTAL AVERAGE REVENUE PER UNIT/SUBSCRIBER (ARPU) FOR ALL USERS (I.E, RESIDENTIAL PLUS BUSINESS, INSTITUTIONAL, GOVERNMENTAL)?

Q 18 WHAT IS YOUR COMPANY'S MOST RECENT FIGURE FOR AVERAGE REVENUE PER UNIT/SUBSCRIBER (ARPU) FOR ONLY RESIDENTIAL USERS?

Q 19 WHAT IS YOUR COMPANY'S AVERAGE SUBSCRIBER ACQUISITION COST (SAC) FOR A NEW RESIDENTIAL CUSTOMER?

Q 20 IF YOU CHARGE YOUR CUSTOMERS A SEPARATE INSTALLATION FEE, HOW MUCH IS THAT?

Q 21 TO ASCERTAIN WHETHER THE OVERALL BROADBAND SUBSCRIBER BASE IS ACTUALLY GROWING, OR IF YOU ARE INSTEAD SIMPLY SWAPPING SUBSCRIBERS AMONG BROADBAND COMPETITORS, WHAT WOULD YOU ESTIMATE IS YOUR COMPANY'S CURRENT PERCENTAGE OF COMPLETELY NEW SUBSCRIBERS (VS. CELLULAR BROADBAND CUSTOMERS AND CUSTOMERS WHO ARE SWAPPING THEIR BROADBAND SERVICE BY COMING TO YOUR COMPANY FROM ANOTHER BROADBAND COMPETITOR, SUCH AS ANOTHER CBP/WISP, A CABLE, A TELCO, A SATELLITE, OR A FIBER BROADBAND COMPANY) IN YOUR SERVICE TERRITORY?

Q 22 BY YEAR-END 2021 (IN FIVE YEARS), HOW MANY TOTAL RESIDENTIAL SUBSCRIBERS DO YOU REASONABLY EXPECT YOUR COMPANY TO HAVE?

Q 23 WHAT PERCENTAGE OF YOUR FUTURE SUBSCRIBER MIX (I.E., IN THE NEXT TWO YEARS) WILL COME FROM THE FOLLOWING DISTRIBUTION TYPES?

Q 25 HOW MANY SURVEYS HAS YOUR COMPANY DONE OF ALL YOUR CUSTOMERS DURING THE PAST 12 MONTHS?

Q 26 WHAT PERCENTAGE OF YOUR COMPANY'S CUSTOMERS CONTACT YOUR CUSTOMER SERVICE CENTER IN ANY GIVEN (AVERAGE) RECENT MONTH?

Q 27 WHAT ARE THE REASONS YOUR CUSTOMERS CALL YOUR CUSTOMER SERVICE LINES?

Q 29 WHAT PERCENTAGE OF YOUR TOTAL RESIDENTIAL NETWORK SUBSCRIBER BASE REQUIRES A SERVICE CALL/TRUCK ROLL TO THEM IN ANY GIVEN (NORMAL) RECENT MONTH DURING THE LAST YEAR?

Q 30 PLEASE INDICATE YOUR BEST ESTIMATE OF WHAT PERCENTAGE YOUR NETWORK'S CURRENT POINT-TO-MULTIPOINT RADIO EQUIPMENT INSTALLATIONS ARE REPRESENTED BY THE FOLLOWING MANUFACTURERS?

Q 32 PLEASE INDICATE YOUR BEST ESTIMATE OF WHAT PERCENTAGE YOUR NETWORK'S FUTURE (E.G., IN TWO YEARS) POINT-TO-MULTIPOINT NEW RADIO EQUIPMENT INSTALLATIONS ARE REPRESENTED BY THE FOLLOWING MANUFACTURERS?

Q 34 PLEASE INDICATE YOUR BEST ESTIMATE OF WHAT PERCENTAGE YOUR NETWORK'S CURRENT POINT-TO-POINT NEW RADIO EQUIPMENT INSTALLATIONS ARE REPRESENTED BY THE FOLLOWING MANUFACTURERS IN YOUR BROADBAND NETWORK?

Q 36 PLEASE INDICATE YOUR BEST ESTIMATE OF WHAT PERCENTAGE YOUR NETWORK'S FUTURE (E.G., IN TWO YEARS) POINT-TO-POINT NEW RADIO EQUIPMENT INSTALLATIONS ARE REPRESENTED BY THE FOLLOWING MANUFACTURERS IN YOUR BROADBAND NETWORK?

Q 38 WHAT TYPES OF EQUIPMENT AND TECHNOLOGY ARE YOU CURRENTLY USING TO SERVICE HOMES, BUSINESSES, AND INSTITUTIONS IN YOUR COVERAGE AREA(S), AND WHAT PERCENTAGE OF YOUR TOTAL USE IS EACH OF THE FOLLOWING?

Q 40 PLEASE INDICATE YOUR BEST ESTIMATE OF WHAT PERCENTAGE IN DOLLARS YOUR NETWORK'S FUTURE EQUIPMENT NON-RADIO/WIRED INSTALLATIONS ARE REPRESENTED BY THE FOLLOWING MANUFACTURERS IN YOUR BROADBAND NETWORK?

Q 42 PLEASE INDICATE THE PERCENTAGE OF UNLICENSED AND LICENSED SPECTRUM IN YOUR NETWORK FOR ACCESS POINTS?

Q 43 PLEASE INDICATE THE PERCENTAGE OF UNLICENSED AND LICENSED SPECTRUM IN YOUR NETWORK FOR BACKHAUL SERVICES?

Q 44 INCLUDING LAST MILE, AND OTHER TYPES OF USES, PLEASE IDENTIFY THE LICENSED AND UNLICENSED POINT-TO-POINT FREQUENCIES YOUR COMPANY IS NOW USING, AND WHAT PERCENTAGE OF YOUR TOTAL USE EACH SPECIFIC FREQUENCY REPRESENTS?

Q 46 INCLUDING LAST MILE, AND OTHER TYPES OF USES, PLEASE IDENTIFY THE LICENSED AND UNLICENSED POINT-TO-MULTIPOINT FREQUENCIES YOUR COMPANY IS NOW USING, AND WHAT PERCENTAGE OF YOUR TOTAL USE EACH SPECIFIC FREQUENCY REPRESENTS?

Q 48 HOW MANY TRANSMISSION LOCATIONS, E.G., STANDALONE TOWERS, WATER TOWERS, GRAIN ELEVATORS, POLES, OR ATTACHED TO A BUILDING, MAKE UP YOUR BROADBAND NETWORK?

Q 49 BY YOUR BEST ESTIMATE, ON AVERAGE, HOW MANY ACCESS POINTS DO YOU TYPICALLY PLACE AT EACH TRANSMISSION POINT WITHIN YOUR BROADBAND NETWORK?

Q 50 DOES YOUR COMPANY OFFER A VIDEO SERVICE?

Q 51 OF THAT NUMBER OF YOUR SUBSCRIBERS ACCESSED OR PASSED FOR POSSIBLE VIDEO SERVICE, WHAT IS YOUR COMPANY'S AVERAGE SUBSCRIPTION RATE I.E., "TAKE RATE," FOR THAT VIDEO SERVICE?

Q 52 DOES YOUR COMPANY OFFER VOICE OVER INTERNET PROTOCOL (VOIP) SERVICE?

Q 53 OF THAT NUMBER OF SUBSCRIBERS ACCESSED OR PASSED FOR POSSIBLE VOIP PHONE SERVICE ABOVE, WHAT IS YOUR COMPANY'S AVERAGE SUBSCRIPTION RATE (I.E., "TAKE RATE") FOR THAT VOIP PHONE SERVICE?

Q 54 PLEASE CHOOSE THE DATA PLAN PACKAGE(S) THAT APPLY TO YOUR COMPANY'S OFFERINGS

Q 55 WHAT IS THE FASTEST STANDARD POINT-TO-MULTIPOINT WIRELESS RESIDENTIAL DATA PLAN PACKAGE THAT YOU SELL FOR DOWNLOAD?

Q 56 WHAT IS THE AGGREGATE CAPACITY OF YOUR NETWORK CONNECTION TO THE INTERNET?

Q 57 IN YOUR BEST ESTIMATE, INTO WHAT PERCENTAGE OF YOUR TOTAL COVERAGE AREA ARE THE FOLLOWING BROADBAND COMPETITORS DEPLOYED?

Q 58 ASSUMING EACH OF THE FOLLOWING IS AN OPPORTUNITY, HOW MUCH, IF ANY, WILL EACH OF THE ITEMS BELOW HELP YOUR COMPANY IN THE NEXT 3-5 YEARS?

Q 59 ASSUMING EACH OF THE FOLLOWING IS A CHALLENGE, HOW MUCH (IF ANY) WILL EACH ITEM BELOW HARM YOUR COMPANY IN THE NEXT 3-5 YEARS?

Q 60 WHAT DO YOU SEE AS THE KEY SOLUTION(S) TO EACH OF YOUR TOP TWO BUSINESS RELATED CHALLENGES THAT YOU RANKED IN THE PREVIOUS QUESTION?

Q 61 BY YOUR BEST ESTIMATES, PLEASE RATE EACH OF THE FOLLOWING AMONG YOUR COMPETITIVE ADVANTAGES?

Q 62 HOW LONG HAS YOUR COMPANY BEEN IN THE COMPETITIVE BROADBAND PROVIDER (CBP)/ISP/WISP BUSINESS?

Q 63 WHAT SHOULD WISPA DO/OFFER TO IMPROVE YOUR CBP/ISP/WISP BUSINESS?

Q 64 IF YOU COULD TELL A POLICYMAKER THE MOST IMPORTANT ISSUE AFFECTING THE OPERATION OF YOUR CBP/ISP/WISP BUSINESS, WHAT WOULD THAT BE?

Q 65 HOW MANY FULL-TIME EMPLOYEES (OR EQUIVALENT FULL-TIME EMPLOYEES) WORK FOR YOUR CBP/ISP/WISP COMPANY?

Q 66 OF THAT NUMBER OF FULL-TIME EMPLOYEES ABOVE, PLEASE ESTIMATE BY PERCENTAGES THE TYPE OF EMPLOYEES YOUR COMPANY EMPLOYS?

Q 68 WHAT REASON DO MOST CUSTOMERS GIVE WHEN THEY SIGN UP FOR YOUR CBP/ISP/WISP SERVICE?

Q 69 WHAT REASON DO MOST CUSTOMERS GIVE WHEN THEY TERMINATE YOUR CBP/ISP/WISP SERVICE (ASIDE FROM MOVING)?

Q 70 ARE YOU NOW ACTIVELY POSITIONING YOUR COMPANY OR DO YOU PLAN IN THE NEXT SIX MONTHS TO...?

Q 71 HOW LONG DO YOU SEE YOUR COMPANY CONTINUING TO OFFER BROADBAND/ISP SERVICES IN THE FUTURE?

Q 72 DO YOU DERIVE ADDITIONAL INCOME FROM ANCILLARY SERVICES SUCH AS HDTV, OTT, AND THE OTHER SERVICES REFERENCED IN THE QUESTION IMMEDIATELY BELOW?

Q 73 WHAT WOULD YOU ESTIMATE IS THE PERCENTAGE OF YOUR ADDITIONAL INCOME THAT COMES FROM THESE OTHER SERVICES IDENTIFIED BELOW?

Q 75 WHAT PERCENTAGE IN DOLLARS OF YOUR OVERALL BUSINESS COMES FROM SOURCES OTHER THAN BROADBAND INTERNET?

Q 76 WHAT PERCENTAGE IN DOLLARS OF YOUR OVERALL BUSINESS COMES FROM OFFERING OTHER COMPANIES' THIRD PARTY SERVICES?

Q 77 WHAT PERCENTAGE OF YOUR GROSS REVENUE ANNUALLY WOULD YOU ESTIMATE COMES FROM COMMISSIONS AND FEES GAINED FROM INSTALLATION OF AND SERVICING OF THIRD PARTY SERVICES AND EQUIPMENT?

Q 78 WHAT PERCENTAGE OF YOUR OVERALL CBP/ISP/WISP BUSINESS COMES FROM EACH OF THE FOLLOWING?

Q 79 WHAT PERCENTAGE OF YOUR NETWORK IN THE FUTURE (I.E., THE NEXT TWO YEARS) WILL BE COMPRISED OF WHICH OF THESE DIFFERENT SPECTRUM LICENSE TYPES BELOW?