

The Wireless Broadband Coalition®

Improving the Quality, Reliability, Security, and Availability of Mobile Broadband Services

The Wireless Broadband Coalition (WBC) seeks to promote investment by carriers, hardware and software manufacturers, and others in the continued deployment, and improvement of wireless networks to meet consumer demand for secure, reliable, ubiquitous, wireless broadband services.

Core Principles

1. The WBC supports the Federal Communications Commission's (FCC's) exclusive use, flexible rights model governing spectrum usage and the continued use of FCC auctions as a market-oriented way to allocate spectrum for commercial use.
2. To protect public safety personnel, critical government communications capabilities, and wireless consumers, the WBC supports policies that protect all spectrum license-holders from intentional interference.
3. Unlicensed wireless services complement licensed wireless networks. The WBC supports policies that promote the proper coexistence of licensed and unlicensed spectrum allocations, services, and applications.



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New Coalition Promotes the Mobile Internet

Wireless Broadband Coalition™ to Seek Consensus Spectrum Management Policies

WASHINGTON, DC – The Wireless Broadband Coalition™ (WBC), a new public policy advocacy organization dedicated to improving the quality, reliability, security and availability of mobile broadband services, said today that it will focus on spectrum policies that make those advancements possible.

“Amazing things are happening in mobile broadband in the United States,” said Wireless Broadband Coalition Executive Director David Taylor. “WBC members are on the cutting edge of technological innovation. They are already bringing state-of-the-art mobile broadband services to millions of consumers across the country every day. Ultimately, the industry’s ability to deploy reliable, secure mobile services nationwide depends on spectrum, an asset that is controlled by the federal government. The Wireless Broadband Coalition will be a voice for pro-consumer spectrum management policies in Washington.”

The Wireless Broadband Coalition includes leading companies representing the wireless, telecommunications equipment, manufacturing and Internet service sectors of the U.S. economy. This group of technology leaders advocates policies that promote investment in the continued deployment and improvement of wireless networks to meet consumer demand for next generation wireless broadband services.

“The public knows the Internet today as their way of connecting to an immeasurable resource for information, productivity, and entertainment,” Verizon Wireless Chief Technology Officer Dick Lynch said. “But as a country always on the go, we see anywhere and anytime access as imperative – and that means broadband wireless. To provide this to everyone is no small feat, and to ensure it is done right, we need the Wireless Broadband Coalition to advocate for the necessary ‘rules of the road’ to insure the reliability, quality, and security that customers deserve.”

Wireless broadband and communications services, national security, and federal, state and local public safety communications capabilities depend on spectrum that is free of interference from other sources. The development of secure, ubiquitous, wireless communications and broadband services hinges on a regular supply of licensed spectrum for commercial use.

“Those of us on the front lines of wireless innovation know that the decisions made in Washington, D.C. have a profound effect on the future of the wireless industry, particularly in the area of spectrum management and allocation,” Dr. Paul Jacobs, Qualcomm’s CEO, said. “Qualcomm is proud to be a member of the Wireless Broadband Coalition because we recognize that wireless innovators need a voice on spectrum policy in the nation’s capital.”

Chris Putala, EarthLink’s Executive Vice President of Public Policy said, “A state of the art, mobile and ubiquitous Internet needs to be in America’s near-term future for our vital economic and homeland security needs. EarthLink and WBC member companies are convinced that both licensed and unlicensed spectrum-based technologies are essential to delivering this ‘everywhere Internet’ so important to our nation’s future.”

The Wireless Broadband Coalition’s primary mission is to work with Congress, the Administration and other stakeholders to:

- Support the Federal Communications Commission’s (FCC) exclusive use, flexible rights model of governing spectrum usage and the continued use of FCC auctions as a market-oriented way to allocate spectrum for commercial use
- Protect public safety personnel, critical government communications capabilities, and wireless consumers from intentional interference
- Support policies that promote the proper coexistence of licensed and unlicensed spectrum allocations, services and applications

Currently, there are more than 200 million customers in the U.S. wireless marketplace. Usage by the average consumer continues to increase dramatically (up 36 percent since 2004) as consumers increasingly utilize and rely on data and broadband services on wireless networks. Developing this market has required more than \$200 billion in cumulative capital investment by the industry – including more than \$20 billion in payments to the federal government for spectrum licenses purchased at auction.

The Wireless Broadband Coalition’s members include Verizon Wireless, Qualcomm, EarthLink, Lucent, Nortel, Cingular Wireless and the CDMA Development Group. For more information, contact Michael Hacker at 202.429.4017 or mhacker@qga.com.

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- The New at&t
- CDMA Development Group
- Cisco
- EarthLink
- Lucent
- Nortel
- Qualcomm
- Verizon Wireless

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