



A Division of CTIA-The Wireless Association™

**CTIA'S WIRELESS INTERNET CAUCUS
Leadership Council
Action Team Charter**

Section 1. Action Team Name:

METRICS ACTION TEAM

Section 2. Action Team Leaders:

**Non-Carrier:
Tom Buehrer, Telephia**

**Non-Carrier:
Bob Roche, CTIA**

Section 3. Description of the Action Team:

Whereas the U.S. wireless industry has successfully charted its expansion and progress in areas such as total subscriber growth, the WIC Leadership Council recognizes the critical need to extend the public reporting of metrics into the emerging mobile data market. At a time when mobile data services are becoming a more important driver of end user satisfaction and an increasingly vital component of industry health, the Metrics Action Team believes that the reporting of data metrics will enable the industry to benchmark progress; communicate a positive story; highlight new products and services; and create awareness with analysts, media and policy makers.

To capitalize on this opportunity, the wireless data industry must develop an aligned perspective on key metrics and establish a process around data definition, data acquisition, reporting, and distribution.

The team will focus its efforts on establishing a set of metrics spanning the mobile data market adoption curve, identifying potential data sources from across the mobile data ecosystem and putting in place a data acquisition process and syndicated distribution platform.

Section 4. Key Deliverables:

Define and prioritize an agreed upon set of mobile data metrics, reflecting key indicators across the mobile data adoption curve, to be publicly reported

1. Define specific measures and timeframes to be consistently reported by participating contributors. Numbers will be aggregated and reported nationally.
2. The intended audience for this set of metrics will include industry and financial analysts, members of the media and policy makers and other industry observers.
3. Metrics will be chosen to highlight industry progress, track the pace of wireless innovation, and serve as a KPI for equity markets.
4. A few key metrics with clear and commonly understood definitions will be favored.

Identify potential data sources and develop data acquisition methods for metrics reporting

1. In order to gain broad consensus and support for chosen metrics and to maximize industry involvement, data contributors will draw from across the mobile data ecosystem.
2. There will be an attempt to minimize lag time in reporting by focusing on metrics and KPIs for which existing data streams exist. A goal should be to minimize the amount of new data creation and emphasis placed on consolidating existing data.
3. Simple data collection methods will be favored.

Establish a repeatable and reliable reporting process and a platform with syndicated distribution model

1. Establish a clearinghouse for syndication of data from diverse set of contributors, including Messaging Action Team, carriers, CTIA and others.
2. Define production process for semi-annual report on key indicators that is linked to and complements CTIA's semi-annual data survey.
3. Develop a communications plan including release schedules, channels/vehicles (e.g. press release, Web page) for metrics reporting.
4. Designate an entity that will coordinate and oversee all data collection, production and distribution operations moving forward.