



“We started SamKnows because we wanted to build a standard for both fixed and mobile Internet.”

Standardised Methodology



Five Keys to Success

1. Active Stakeholder Collaboration
2. Versatile Testing Platform
3. Standard Test Suite
4. Statistically Valid Sample Plan
5. Responsible Stakeholder Reporting

– 1 –

Active Stakeholder
Collaboration

- Consumer
- ISPs
- Regulators
- Industry
- Academia

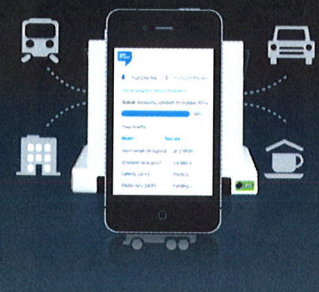
WE, THE UNDERIGNED

In partnership and accordance with the FCC, Ofcom, European Commission, Broadband Forum and International Franchise Association, we hereby agree to be bound by the standard conditions of architecture with the following purposes and goals:

1. To provide a global test.
2. To act as a test to give the highest confidence of each test or element to be included. Reports generated will be made available to any test or any individual parallel to standard conditions of architecture for the test or any parallel to standard conditions of architecture.
3. To ensure that the test is designed to measure the quality of service of the test. Reports generated will be made available to any test or any individual parallel to standard conditions of architecture.
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Signatories:

- 2 -
Versatile Testing Platform



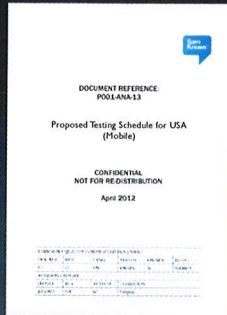
SMARTPHONE



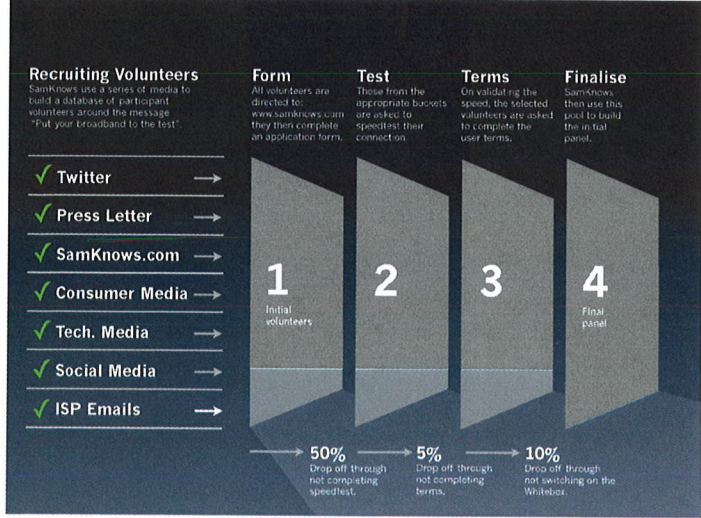
TEST NODES

- 3 -
Standard Test Suite

| | Fixed | Mobile | Web Test | Smartphone |
|---------------------------|-------|--------|----------|------------|
| Web Browsing | ✓ | ✓ | | |
| Video Streaming | ✓ | ✓ | | |
| VOIP Emulation | ✓ | ✓ | | |
| Downstream Throughput | ✓ | ✓ | ✓ | ✓ |
| Upstream Throughput | ✓ | ✓ | ✓ | ✓ |
| Latency | ✓ | ✓ | ✓ | ✓ |
| Packet Loss | ✓ | ✓ | ✓ | ✓ |
| DNS Resolution | ✓ | ✓ | ✓ | ✓ |
| FTP Throughput | ✓ | ✓ | | |
| Peer-to-Peer File Sharing | ✓ | ✓ | | |
| Email Relaying | ✓ | ✓ | | |
| Jitter | ✓ | ✓ | | |
| Service Availability | ✓ | ✓ | ✓ | ✓ |
| Latency Under Load | ✓ | ✓ | | |
| Loss Under Load | ✓ | ✓ | | |



– 4 –
Statistically Valid
Sample Plan



– 5 –
Responsible Reporting
for all Stakeholders

Multiple Data Views

App Web Email

- ✓ Operators can filter on parameters such as service tier, measurement parameter, time series, etc.
- ✓ Allows identification of network issues impacting user experience.

