



FACT SHEET

MAY 2010

SamKnows Panel Recruitment

Panel Recruitment

Project panels are recruited from volunteers in the following way:

1. A marketing and communications campaign targets potential volunteers and directs them to www.testmyisp.com for data capture.
2. Acquired volunteers are invited to submit extended profile data.
3. SamKnows composes its statistically weighted panel based on this extended profile data, and successful volunteers are sent a license agreement, and later, the SamKnows White Box.

Verification of Extended Profile data

SamKnows employs a number of methodologies to cross-check and verify every aspect of a volunteer panellist's extended profile data, paying specific attention to aspects of that profile data which seed a project's panel weighting. In particular we are able to authenticate a volunteer panellist's service level with their ISP whilst preserving their anonymity, by over collateralizing the sample sent to ISPs for service level confirmation. We also use a number of techniques to verify distance from the exchange.



During 2010, the FCC in partnership with SamKnows will be installing 10,000 SamKnows White Boxes in American homes as part of its Broadband America initiative.

A Volunteer Panel

SamKnows recruits its panels by inviting consumers to volunteer. This is for a number of reasons:

1. We prefer volunteers who are psychologically invested in the project's goals, rather than 'professional panellists'.
2. Financial incentives can quickly become prohibitively expensive and materially increase a project's budget.
3. Since customer opinion and verified broadband performance are independent, non-correlating variables, (as found in the Ofcom 2008 study), we are able to recruit volunteers without falling foul of self-selecting sample problems.

Media Strategy and Schedule

Our panel recruitment campaigns typically employ the following media:

- Major news and wire services
- Major daily newspapers
- Trade publications
- National magazines
- TV and radio outlets
- Online trade and consumer websites
- Appropriate social media such as Twitter



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ISP Assistance in Panel Recruitment

Although SamKnows does not require the assistance of any ISPs to build the panel, we have found that working alongside ISPs to assist in attracting volunteers improves the speed of panel acquisition, particularly for projects that require subsets of highly targeted volunteers. ISPs are also invited to supplement the panel (for more information, please email factsheet@samknows.com).

Panel Integrity

SamKnows is extremely alert to and vigilant against the risk of panel 'gaming':

- ISPs are not generally able to ascertain the quality of an individual customer's broadband connection
- No volunteer is guaranteed a place on any project panel
- Our final selection is strictly subject to a project's panel requirements and our full discretion
- Where ISPs assist with a project's panel recruitment, their quota is strictly limited



Creating a technical framework for measuring broadband performance throughout the USA.

Panel Composition and Monitoring

SamKnows runs an internal statistical check which compares performance data from panellists recruited with the assistance of ISPs to the rest of a panel. In this way we are able to identify any suspicious results.

Panel Weighting

Project panels are normalised to create a statistically weighted sample. Projects are designed to measure ISPs across service tiers and geography, rather than assessing the differences in broadband performance versus a demographically representative panel, and we typically take the following minimum criteria into consideration:

- Region
- ISP
- Service tier
- Technology
- Population Density (rural, urban, suburban)
- Geographic spread, including distance from wire-centre

Reasons For Rejecting a Panellist

We will exclude a volunteer from a project panel on any of the following grounds:

- If the volunteer is, or has recently been, an employee of an ISP
- If we discover that the volunteer is an unusually heavy internet user
- If the volunteer has made material changes to their home network that might reasonably impact the performance of their broadband connection

DSL Filters

Yes. We track whether a panellist is using a DSL filter or similar device so we can analyse whether or not this impacts broadband performance.