



**Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program**

Submitted Date: 8/19/2009 9:08:37 PM	Easygrants ID: 3016
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: EchoStar XI Operating L.L.C.
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Pantelis Michalopoulos

C. Executive Summary

7. Executive Summary of Overall Proposal:

a) A statement of the problem or need your project addresses with regard to improving broadband service adoption rates.

The applicant's proposed Customer Premises Equipment ("CPE") Coupon Program is innovatively designed to overcome at least two practical barriers to wider adoption of broadband service. First, many consumers lack the basic skills and equipment required to use broadband service. Additionally, many consumers are not even aware of the availability of broadband service and the benefits such service can provide to them. This "threshold resistance" is cemented by many consumers' perception that there is no simple "one-stop" way of obtaining the training and equipment required for broadband service.

The CPE Coupon Program dispels that perception by offering consumers a comprehensive package of the equipment and training they will need to enable them to become successful users of broadband service. Additionally, the CPE Coupon Program will include a promotion component that will increase awareness of the availability of broadband service. The CPE Coupon program will be primarily targeted at a population with an income below the national median income located in unserved areas in the United States and will also be available to



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other vulnerable populations, community organizations and public safety agencies located in unserved and underserved areas. By providing the necessary equipment and training to make consumers comfortable with the use of broadband, the CPE Coupon Program should produce new users of broadband service among vulnerable population groups located in areas in which broadband technology has traditionally been underutilized, thereby increasing broadband adoption rates. The applicant expects that this increase in subscribers will also be sustainable once the consumers overcome the initial barriers to subscribing to broadband service and become broadband users. The applicant expects, in conjunction with its affiliates, to further support increased subscription to broadband service by offering a reduced rate broadband service (the “Reduced Rate Service”) in conjunction with the CPE Coupon Program as explained in Section 37 of this application.

The applicant also projects that the addition of new subscribers to the Reduced Rate Service through the CPE Coupon Program and infrastructure projects proposed by affiliated companies will result in sufficient densities of subscribers in these areas and sufficient additional revenues to make it economic for the applicant and its affiliates to continue to offer a service similar to the CPE Coupon Program after BTOP funding expires, as explained in Section 41 of the application.

b) Your overall approach to addressing the need, and how your approach is innovative.

The CPE Coupon Program offers an innovative “soup-to-nuts” program to provide awareness, equipment and training to provide new consumers with all of the tools required to use broadband service. Specifically, the CPE Coupon Program will include: (1) a promotion component to increase awareness of the availability of broadband service and the CPE Coupon Program to facilitate consumer access to the broadband service; (2) a terminal (including installation) to enable the consumer to connect with broadband service at the consumer’s location (home, business, etc.); (3) a personal computer at a discounted cost if required by the consumer (optional); this is contingent upon the applicant being able to negotiate with vendors to make computers available for purchase by participants in the program at a volume discount; and (4) one hour of initial basic training provided by the installer and two hours of follow-up training (by DVD) in the use of broadband service. To our knowledge, other broadband providers do not offer a similar CPE Coupon Program today.

c) Areas to be served; population of the target areas, including demographic information and the estimated number of broadband subscribers your project will reach.

The applicant will serve customers with incomes below the national median income located in unserved and underserved areas, and also community institutions and public safety agencies located in such areas. The applicant estimates that the CPE Coupon Program will add 45,000



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broadband subscribers during the three-year funded period.

d) Qualifications of the applicant that demonstrate the ability to implement the project and achieve its intended results.

DISH Network and its affiliates, including the applicant, have broad experience in supplying the equipment and training required to provide individual consumers with access to and use of direct satellite-to-end-user programming and in the timely development and organization of large scale projects to provide satellite-based service to consumers, as explained in Section 30 of this application. These companies are particularly well qualified to develop the CPE Coupon Program because of their experience participating in the NTIA's TV Converter Box Coupon Program.

e) Jobs to be saved or created.

The applicant estimates that 30 full time equivalent (FTE) installer jobs will be created or saved in each of the three funded years by the CPE Coupon Program, as explained in Section 19 of this application. The applicant further estimates that up to 130 additional maintenance, sales and service jobs will be created or saved in each of the three funded years by third party broadband service providers with which consumers participating in the CPE Coupon Program subscribe for broadband services. Furthermore, the applicant expects these job savings and creation to continue after the funded period based on the sustainability of the program as discussed in Section 41 of this application.

f) Overall cost of the proposed project.

The overall cost of the project is \$ [REDACTED].