

**Senate Business and Commerce Committee  
Interim Hearing  
August 14, 2012  
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## **Opportunity for More Broadband for Texas Consumers**

**This legislature has led the nation in pro-consumer telecommunications policy that has brought investment, jobs and customer choice to Texas.**

**Consumers demand broadband, and AT&T's investment in wireless and wireless broadband capability is big .... and getting bigger.**

Broadband use is exploding. (See attached "Data Never Sleeps")

AT&T's capital investment in Texas was more than \$6 Billion in 2009-11.

**POLICY ISSUES: For the future, state policy that continues to encourage investment, particularly in both wireless and wireline broadband, is key to our state's growth.**

Accelerated investment in broadband for Texans can be made if we maintain the right policies in key areas such as:

Taxes on telecom investments

Policies on locating and erecting wireless towers

No economic regulation of IP-enabled services

Relocation policy

Other consumer fees

## FACTS ON CONSUMER USE OF MOBILE DATA

### **Today, 55% of cell phone owners use their phone to go online**

- Fewer than a third of cell phone owners did so in mid-2009

### **One third of cell phone owners go online using their phones more often than with other devices, including computers.**

- One out of every 6 cell phone owners “do most of their browsing on their phone.”
- Another one out of every 6 “mostly go online” using their phone

Source: Pew Internet & American Life Project, Cell Internet Use 2012 (June 26, 2012)

[http://pewinternet.org/~media/Files/Reports/2012/PIP\\_Cell\\_Phone\\_Internet\\_Access.pdf](http://pewinternet.org/~media/Files/Reports/2012/PIP_Cell_Phone_Internet_Access.pdf)

### **About three-quarters (74%) of smartphone owners “use their phone to get real-time location-based information.”**

- Half of all adult cell phone owners now incorporate their mobile devices into their television watching experience. Some examples:
  - 23% exchange text messages with someone else watching the same program
  - 22% use mobile Internet to verify truth of something they saw on TV
  - 20% visit a web site mentioned on TV
  - 11% posted comments about what they were watching on TV; another 11% reads what others are posting online about that TV program

Source: Pew Internet & American Life Project, The Rise of the ‘Connected Viewer’ (July 17, 2012)

[http://pewinternet.org/~media/Files/Reports/2012/PIP\\_Connected\\_Viewers.pdf](http://pewinternet.org/~media/Files/Reports/2012/PIP_Connected_Viewers.pdf)