



Achieving Connectivity: Applying the Rural Connectivity Models to the Manitoban Broadband Ecosystem

Rural Connectivity Models

**MODEL #1
STATUS QUO**
Project initiated, service delivery, and ownership belongs to Private Sector

**MODEL #2
SERVICE PROCUREMENT**
Local government initiated project in collaboration with Private Sector bidders

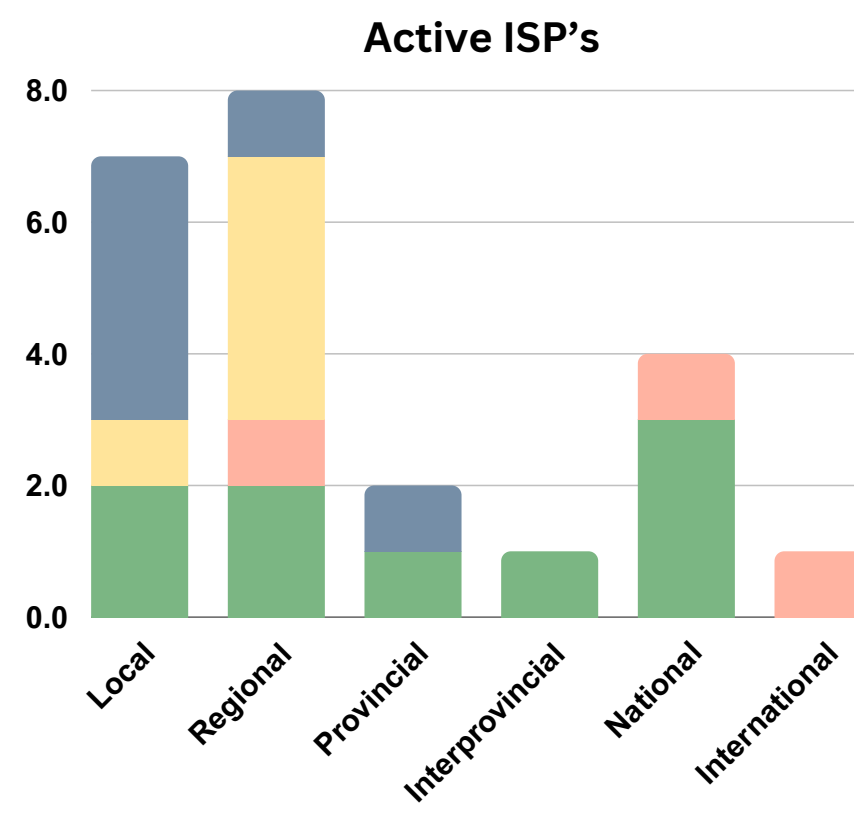
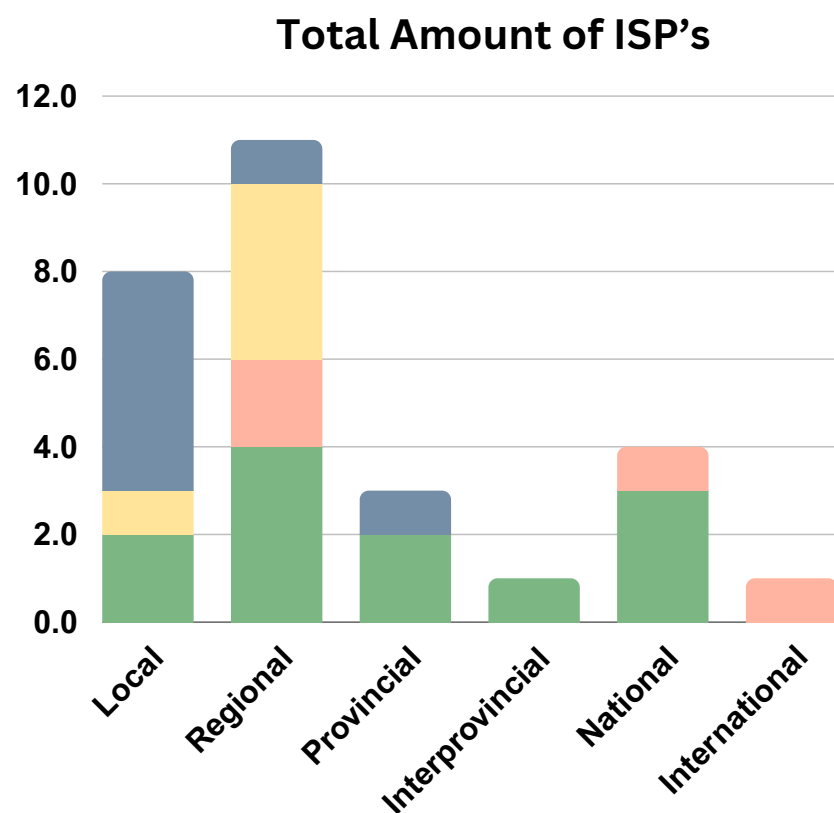
**MODEL #3
SOCIAL ENTERPRISE**
Private Sector leads project and can work with local government to create positive social impacts.

**MODEL #4
PUBLIC UTILITY**
Local Government and community are initiators and owners of network

**MODEL #5
NATIONALIZATION**
Federal Government leads project and controls network ownership

Note: not all recorded ISP's have available data to display on these graphs

Preliminary Findings



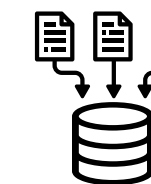
- Out of 49, only 28 ISP's had information that allowed for categorization.
- Regional and Interprovincial ISP's dominate the Manitoba Market with an estimated 200+ communities served by them.

- ISP's that are identified as Model 1 (Status Quo) are more likely to be acquired by other companies.
- Two of the largest regional providers have been acquired within the last four years.

Insights



The project scope has significantly expanded since initially identifying 10 to 49 ISPs, with ongoing discovery of existing or defunct ISPs.



To categorize ISPs accurately, researchers require specific data not always available from secondary sources.



Acquisitions are a major contributor to the market capture led by the Private Market

Next Steps

Conduct Focus groups with chosen communities to produce podcast. This will create data that will help with accurately categorizing within the models.



Focus Groups



ConnectedMB Podcast

For more information, please see...



The Project Overview



The Internet Society, MB Chapter



The Selkirk College Online Repository

