BRANDON UNIVERSITY



Purpose

The reason for the creation of models is to help categorize the possible methods for achieving community connectivity. Despite the wealth of knowledge that looks at rural broadband there is little research that investigates the options for communities when undertaking broadband projects.

be summarizing poster will application of the Rural Connectivity Models in Manitoba. In this application we hope to expand the knowledge of community broadband practices, while also learning about the how the models can be utilized as a tool for research.

Methods

In this project we have discovered ISP's through existing researcher knowledge and scanning the internet with key terms. Then they are categorized via the Rural Connectivity Models and ISP service area, this will help the team focus on community led projects.

Supported by:

Canadian Rural Revitalization Foundation **Indigenous Connectivity Institute** Brandon University Student Travel and Conference Fund

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**

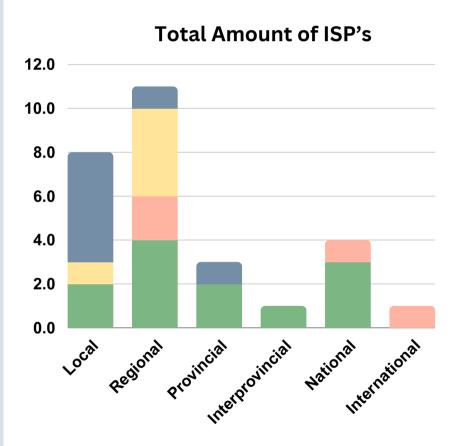
Local Government and communitv are initiators and owners of network

MODEL #5 NATIONALIZATION

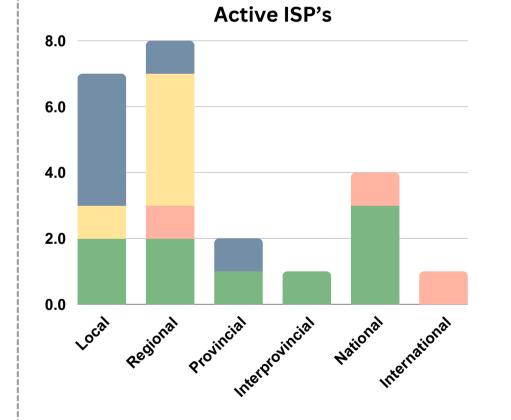
Federal Government leads project and controls network ownership

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.

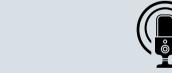


Acquisitions are a major contributor to the market capture led by the Private Market

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...



Overview

Connected





The Internet Society, MB Chapter







