

ORIGINAL	
N.H.P.U.C. Case No.	DT 07-027
Exhibit No.	OCA #7
Witness	Michael Reed / Daniel Galt
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Kearsarge Telephone Company
Merrimack County Telephone Company
Docket No. DT 07-027
Company Responses
To Bailey Phase II, Set 2 Data Requests
PUBLIC
June 19, 2009

BAILEY 2.5: Please refer to TDS response to Bailey 1.31, relating to Exhibit G, the "CoverageRight" map. TDS said: "The map was created using ESRI ArcGIS (ArcView with Spatial Analyst) software and CoverageRight database (2006) consisting of vector polygon cellular mapping layers." Please:

- a) Identify all readings, tests or other data which serve as the inputs in the CoverageRight database,
- b) Identify the source or sources of the inputs (e.g. cellular company provided marketing information, roaming agreements, independent tests of coverage, etc.),
- c) Identify the methodologies used to create the CoverageRight database,
- d) Please also reference *In the Matter of Examining a Framework For Regulatory Relief*, CASE 07-C-0349, 2008 N.Y. PUC LEXIS 88, 14-15 (2008); TDS 0199. This decision does not specifically indicate that the "CoverageRight" database from American Roamer, Inc. was used in the analysis. Please identify the various cellular coverage maps and coverage map databases that can be purchased or leased from American Roamer, Inc., and explain why TDS selected the CoverageRight database,
- e) Please also reference *In the Matter of Examining a Framework For Regulatory Relief*, CASE 07-C-0349, 2008 N.Y. PUC LEXIS 88, 14-15 (2008); TDS 0199. As referenced on this page, please identify what methodologies are used by American Roamer, Inc. maps, and specifically in the CoverageRight database, to identify coverage "holes" in service,
- f) Did TDS purchase or lease the CoverageRight database (2006)? If so, from whom? If the answer to this question is yes, please provide the database subject to an appropriate confidentiality agreement.

RESPONSE:

- a) See response to (f) below.
- b) See response to OCA 2.9.
- c) See response to OCA 2.9. Each carrier sets its own policies on how they want to represent their coverage. All coverage patterns are estimates. They represent a probability of being able to place or receive a call. Each carrier can set the cut-off point at which they no longer feel comfortable marketing their service. There are various software programs used to

"predict" the signal strength and each one will show a slightly different result when being fed the same information. Some smaller carriers are too small to run these predictions in-house and will contract with an outside engineering firm to develop their RF propagation predictions. In the few instances where they do not receive patterns from the carriers, they collect the information in whatever manner they can (usually from their marketing materials), geo-register the images and convert the information into the same types of polygons that represent other carriers. The CoverageRight product wraps all the most current marketed footprints into a convenient package offering all the files in the same compatible format.

- d) CoverageRight Voice: Contains marketed coverage patterns for all carriers in the US, Canada and Mexico for all voice technology analog and digital.
CoverageRight Advanced Services: Contains marketed coverage patterns for all carriers in the US, Canada and Mexico for all data/broadband technologies (i.e. EVDO, Edge, Ixrtt, etc.)
MarketRight: Contains all license holding for all wireless carriers in the US. Supports PCS, CMA, AWS, 700MHZ, etc.
MarketRight PowerPack: An addition to MarketRight that includes more detailed information like the System Identifier(SID), Broadcast Identifier (BID), etc.

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- e) Any holes shown within the coverage patterns are those disclosed by the carriers themselves.
- f) The CoverageRight product is purchased on a subscription basis from Empower Geographics, a reseller of American Roamer products. U.S. Cellular holds an existing license. In the past, U.S. Cellular provided TDS Telecom with the entire database, but after re-negotiating the contract and T&Cs, U.S. Cellular can no longer provide the entire database outside of the specific licenses they purchase. As such, TDS Telecom cannot provide the data base.

Michael C. Reed is responsible for this response.