HSSG Reach Ad Hoc Report

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Agenda

- Review of Objectives
- Review of Work Done
- Next Steps
Review of Objectives

- Define the questions for an end user survey to identify “reaches and media of interest” in the following application areas:
  - HPCC
  - Data Center
  - Metro
  - Others
What Did We Do?

- Tele/Data Conference October 5th (24 participants)
  - End user submissions (Steenman, Hughes)
  - Straw poll “do we need more data” (via data conference)
    - 19 yes, 2 no, 3 don’t know
      - Appeared to be consensus, we want more data
  - Potential raised to collect data from BSRIA (Flatman)
  - Concerns raised regarding conf call time may impede global participation
    - Solicited input from reflector, selected 9 am Pacific for future meetings
What Did We Do?

- Teleconference Oct 19th (13 participants)
  - Reviewed Questionnaire Proposals
    - McClellan and Hankins
  - Focused on consolidating questions into the McClellan proposal
- Teleconference Oct 26th (18 participants)
  - Refined the McClellan proposal
What Did We Do?

- **Teleconference Nov 2\textsuperscript{nd} (14 participants)**
  - Refined the McClellan proposal
  - Discussion on merits / lack thereof to include relative costs in the questionnaire
    - Chair called for email vote to "Refine" or "Remove" relative cost questions
      - 6 Refine, 5 Remove
      - No consensus, chair elected to defer to Dallas meeting
What Did We Do?

- Subsequent to the call, HSSG and 802.3 chairs advised that such questions stray dangerously near to price collusion and must be removed from our questionnaire.

- Subsequent to the call the Ad Hoc Chair held conf call with representatives of BSRIA (Chardine and Hansen):
  - They have no reach data, only the distribution by media type for campus, vertical and horizontal applications.
So What Do We Have?

Once the cost questions are removed …

- A questionnaire requesting information
  - by application
  - by reach
  - by media type
What Do We Need To Do?

- Incorporate refinements received after Nov 2nd meeting
- Start testing to see if we have consensus
  - “Is it good enough”
  - Email votes/data conference votes
- Need to schedule more conference calls
  - Nov 30th, Dec 7th, Dec 14th
  - Complete by the holidays!