

National Broadband Map

Diversification in .nz



Background

About NZRS

- Registry for .nz ccTLD
- Wholly owned subsidiary of InternetNZ:
“to promote the Internet’s benefits and uses, and protect its potential.”
- Policy in a separate subsidiary – Domain Name Commission



Jay



Jordan



Debbie

Business Development

- Necessary activity:
 - Maintain relevance
 - Avoid stagnation
 - Future proof revenue
 - Motivate staff
- Multiple opportunities – different approaches
 - ‘business development’ – primary focus is revenue
 - ‘service development’ – service to the community, commercialise to ensure sustainability
- National Broadband Map
 - ‘service’ now being commercialised



National Broadband Map

broadbandmap.nz





Map navigation controls including a location pin icon, a globe icon, and zoom in (+) and zoom out (-) buttons.

- Fibre
- planned
- Cable
- VDSL
- ADSL
- Wireless

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Search by address

Search by dropping a pin

Switch to aerial view

Browse



-
-
-
-

- Fibre
- planned
- Cable
- VDSL
- ADSL
- Wireless

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80 Boulcott Street, Wellington Central, Wellington 6011



- Fibre
- planned
- Cable
- VDSL
- ADSL
- Wireless

Availability Report

80 Boulcott Street, Wellington Central, Wellington 6011

Fibre is Available



Data from
[Chorus](#)

Speeds

50-1000 Mbps 10-1000 Mbps

Next steps

Contact a retailer of the [Chorus](#) network, who will check to confirm availability and determine the actual speeds that you are likely to get.

Cable is Not Available

VDSL is Not Available

ADSL is Available



Data from
[Chorus](#)

Speeds

10-21 Mbps 1-1.4 Mbps

Next steps

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Wireless is Not Available

Feedback Form

Help us improve this site by giving feedback here...

Send feedback



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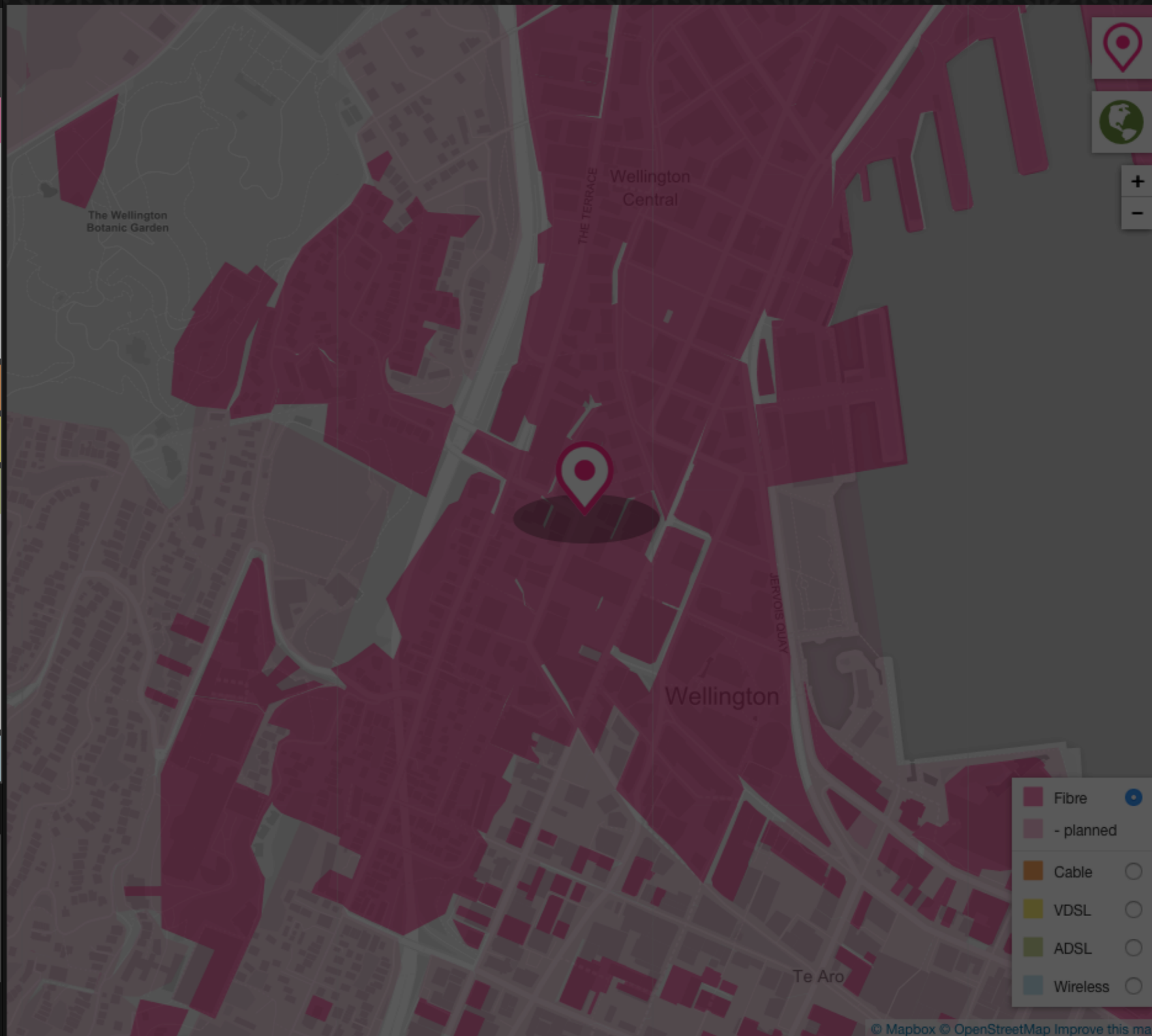
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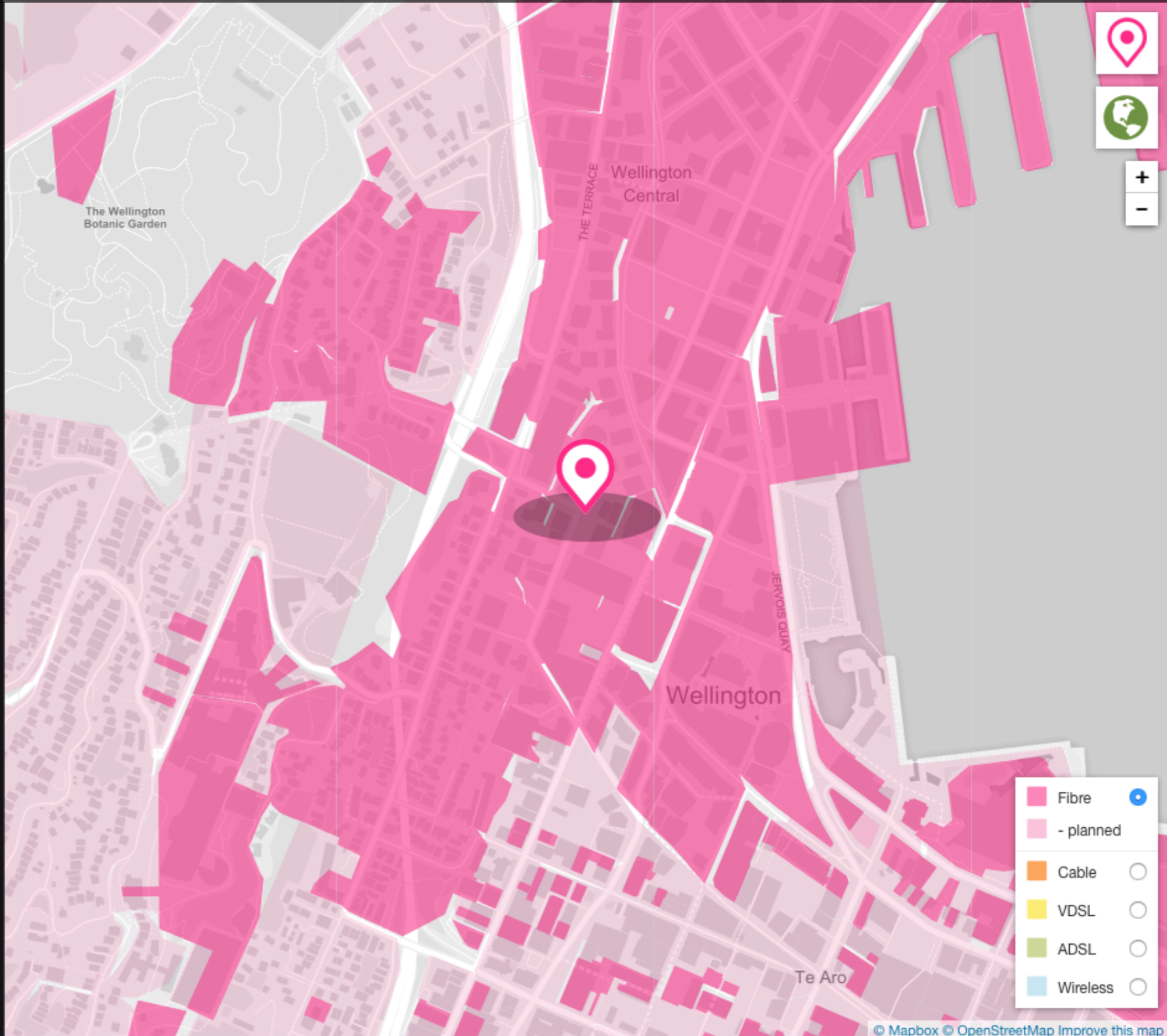
Data from [Chorus](#)

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Commercialisation

- Free
 - Web search only
 - No scripting
 - Consumers / SMEs
 - Low volumes
- Chargeable
 - API search
 - High volumes
 - Data only
- At least recover costs to ensure sustainability



How we did it

Outline plan

1. Collect the data
2. Design and build a minimum viable product
3. Partner preview → get feedback → refine product
4. Launch
5. Measure usage → update product → measure changes
6. Get feedback → add new feautres → measure usage

The data

- Over 20 providers
 - Some very sensitive about their data
 - Awkward formats
 - High cost for them to provide
- Our approach
 - Ask nicely - no payment
 - Demonstrate security - gain trust
 - Sell the vision
 - Be patient
 - Help with tools
 - Built a tool to generate wireless coverage
 - Adopted another tool to convert files to right format

Planning and development

- Initial build
 - NO customer research
 - NO market validation
 - Minimum viable product
 - Designed by a team with vision and experience
- *Sometimes need a working prototype for people to use and give feedback on*
- Two rounds of partner preview
 - Internal and external feedback
 - Major changes after each preview
 - Product validation

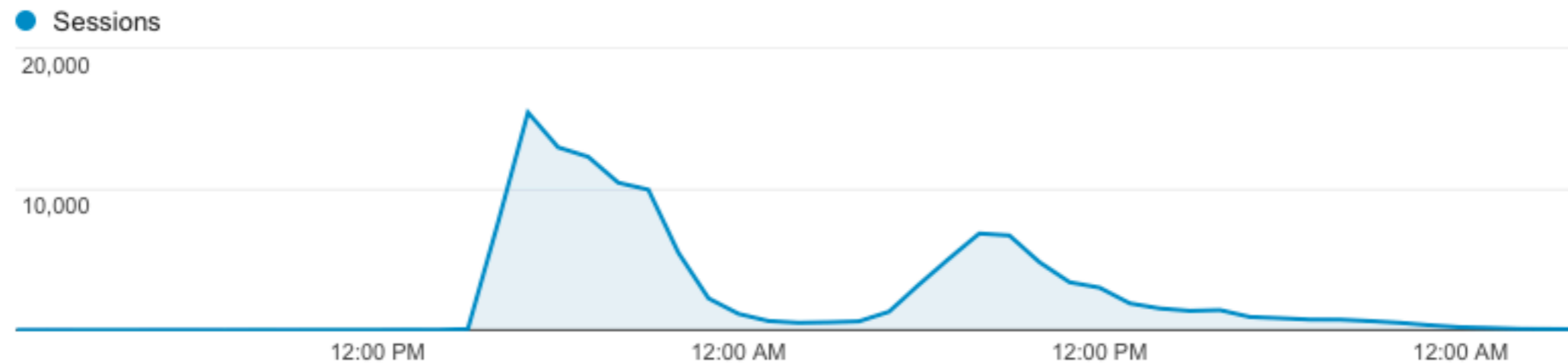
Technical development

- Initial build
 - External company
 - Basic specification
 - Fixed price
 - Use their preferred technology
- Changes after partner preview
 - Internal developer
 - Lots of tweaking of details
- Production infrastructure
 - All in the cloud - NO capital outlay
 - Address lookup service
 - Geodata hosting/query service
 - Map tile service



The launch

Successful launch



Sessions

129,689



Users

116,017



Pageviews

174,185



Pages / Session

1.34



Avg. Session Duration

00:00:44



Bounce Rate

79.39%



% New Sessions

89.43%



- Launched July 23 2015 by the Minister of Communications
- Major news sites embedded it on their front pages

Thanks

Contact: Jay Daley – jay@nzrs.net.nz

www.nzrs.net.nz