AT&T – Committed to Alaska: Past, Present and Future

Prepared for the Regulatory Commission of Alaska

October 28, 2015
Investment and Community Impact
AT&T Alaska: By the Numbers

More than $193 million invested by AT&T in its best-in-class wireline and wireless networks in Alaska from 2012-2014

367 upgrades made from 2012-2014 including new cell sites, addition of wireless and wired network capacity and new broadband network connections in Alaska (excluding LTE enhancements)

Over 500 AT&T employees working in Alaska as of September 30, 2015
Community Impact

Community Impact Highlights:

• More than $785,000 contributed by AT&T and its employees from 2012-2014 through giving programs in Alaska

• More than 2,000 hours of personal time given by AT&T employees and retirees in Alaska to community outreach activities in 2014

• 506 students mentored by our employees in Alaska through Aspire Mentoring Academy from September 2012 – December 2014

Notable Contributions:

• Alaska Native Science and Engineering Program

• Fur Rondy Fireworks Sponsor

• Alaska School Activities Association

• Anchorage Downtown Partnership Downtown Tree Lighting

• Alaska State Fair Concert Series

• Armed Forces Communications and Electronics Association Sponsor
AT&T Alaska’s Presence
Location of facilities
AT&T Alaska Earth Stations
Examples of AT&T Products Offered in Alaska

**Wireless**
- 4G LTE
- HD Voice
- Wi-Fi Calling
- Smartphones & Tablets
- Mi-Fi
- Wireless Home Phones

**Wireline/Enterprise**
- IXC services
- Ethernet access
  - Managed Internet Service (EaMIS)
- Ethernet access AT&T
  - Virtual Private Network (EaAVPN)
- Opt-E-WAN

**DirecTV**
- Satellite TV service for residential or business

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The Evolution of Mobility
Evolution of Wireless Technology and Speeds

Continually upgrading our networks to new technology provides people with the fast network coverage they’ve come to expect from AT&T.

- **GPRS** Theoretical Peak: 48 Kbps
- **EDGE** Theoretical Peak: 237 Kbps
- **UMTS** Theoretical Peak: 384 Kbps
- **HSDPA** Theoretical Peak: 3.6 Mbps
- **HSPA+** Theoretical Peak: 21.6 Mbps (est)
- **HSPA 7.2** Theoretical Peak: 7.2 Mbps
- **LTE** Theoretical Peak: 73 Mbps (est)

- Consistent with worldwide global standards for GSM device
- Lets you use your device globally
- Can Deliver 4G Speeds with Enhanced Backhaul

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<th>2005</th>
<th>2011</th>
<th>2014</th>
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Mobility: How it Works
The demand for data is on the rise:

Data usage on AT&T’s network has increased more than 100,000 percent since 2007.
The demand for data is on the rise:

The surge in demand for mobile data is being driven by data-intensive apps and especially online video consumption.

Every minute, Americans:

- Use 7.7 million megabits of data
- Exchange 3.6 million text messages
- Exchange 289,174 videos and photos via MMS message

More than 53%
Alaskan households that are wireless only or wireless mostly.
Communities in Alaska with LTE

Anchorage
Eagle River
Fairbanks
Juneau
Ketchikan
Kenai
Homer
Soldotna
Wasilla
Alyeska/Girdwood
Seward
Talkeetna
Willow
Overview of DirecTV

More than 20 million customers in the United States

• Served by 12 satellites that orbit 22,300 miles above the equator
  • Use different frequency bands to deliver video “Direct to Home” of customers

• DirecTV owns 3+ Regional Sports Networks and one proprietary original channel, The Audience Network

• There are 16 independent retailers in Alaska that offer DirecTV in addition to AT&T’s 13 company-owned retail stores
Distribution – AT&T Stores

There are 13 company-owned retail stores in Alaska

with additional authorized dealerships and national retail stores. Dimond Mall was one of the first locations in the West for our new “Store of the Future” concept.

AT&T has made significant investments in new and remodeled retail stores

(company-owned and authorized retailers) throughout Alaska over the past several years including new stores in Kodiak, Sitka, Kenai, North Pole, Palmer, Wasilla and 3 new stores in Anchorage.
Alaska’s Bears Endorse AT&T
Questions?