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Evidence for Policymakers: Assessing Multifamily Managed Wi-Fi's Economic Value

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Agenda

1. What is Managed Wi-Fi?
2. Recent Regulatory Developments
3. Why An Economic Study?
4. Why Maravedis

Boutique Wireless Infrastructure Analyst Firm

Independent and trusted analyst firm based in Miami, Florida since 2002.

Private Wireless Networks

Specialized expertise in NaaS, WiFi, Private Cellular, IoT, and Convergence WiFi-Cellular solutions

Market Intelligence

Syndicated Market Reports and Custom Research to guide strategic decisions

Coverage

Multi-family, hospitality, enterprises, smart cities,

Business Services

Lead Generation and Marketing Consulting,: Positioning, sales pitch, messaging, etc

MARAVEDIS
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Your premier source for multifamily technology research and analysis.

10 Comprehensive reports delivered quarterly throughout 2026.

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Property Owners' Guide to Telecom Consultants in Multifamily

Who Does What?
How Should You Trust?

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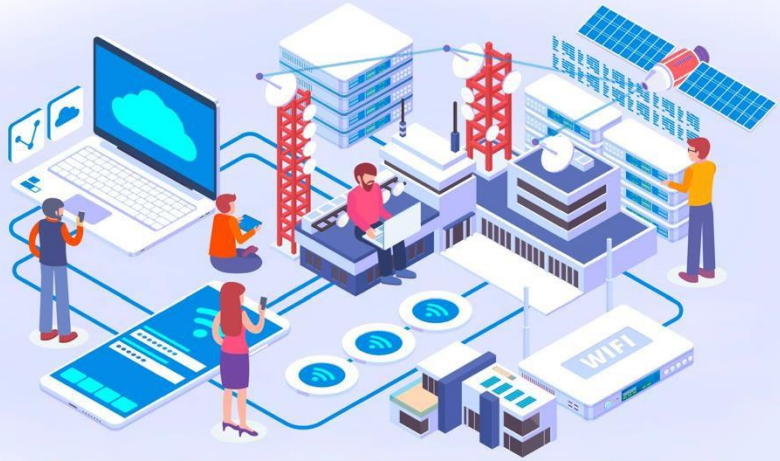
Survey

Multi-family Property Owners' Telecom Strategy & Sentiment 2025



Access Results

What Do Residents Want?

Outcomes	Benefits	Features
Move-in Ready	No Waiting	Pre-installed WiFi
Connected Lifestyle	Seamless Roaming	Property-wide internet by default
No Headaches	Faster Problem Resolution	Best-In-Class Customer Support
Lower internet Costs	More disposable income	Bulk Long-Term Rates

Unmanaged Wi-Fi vs Managed Wi-Fi

UNMANAGED Wi-Fi: Consumer-Grade

Self-installed consumer routers

No centralized monitoring or control

Limited security features

No SLAs or guaranteed uptime

Channel interference issues common

MANAGED Wi-Fi: Enterprise-Grade

Professional design & deployment

24/7 remote monitoring & management

Enterprise security (WPA3, VLANs)

SLA-backed performance guarantees

Optimized channel & spectrum management

The Regulatory Threat Is Real

California AB 1414

EFFECTIVE JAN 2026

Opt-out mandates requiring landlords to let tenants decline bundled internet service

Colorado HB 24-1334

ENACTED

Open access requirements forcing property owners to grant building access to any ISP

Colorado HB 23-1095

ENACTED

Markup restrictions limiting property owners to 2% or $10 above actual cost

More States...

PENDING

Similar legislation is being considered across multiple state legislatures nationwide

These policies are framed as "pro-consumer" but lack economic impact analysis

The Study: Evidence to Counter Bad Policy

What We Will Quantify

- Consumer surplus: cost savings vs. retail broadband
- Infrastructure efficiency: avoided redundant wiring
- Digital equity: impact on affordable/student/senior housing
- GDP contribution: productivity from reliable connectivity
- Regulatory scenarios: economic impact of each policy type

Why It Matters Now

→ **No authoritative economic study exists**

→ **Industry needs defensible evidence for advocacy**

→ California AB 1414 took effect January 2026

→ More states considering similar legislation

The Study:
Detailed data-driven economic analysis (Examples)

DATA SOURCES	PRIMARY ANALYSIS	INTERMEDIATE OUTPUTS	FINAL OUTCOMES
Bulk vs. Retail Pricing Differential • Source: ISP rate cards, surveys	Consumer Savings Calculation (20-40% cost reduction)	Resident Economic Value (fees avoided, day-one access)	**Consumer Benefit:** Cost savings, barrier elimination, immediate connectivity for affordable/student/senior housing
Infrastructure Deployment Costs (wiring, equipment) • *Source: ISP data, property managers*	Single vs. Multi-Provider Cost Comparison	Infrastructure Efficiency Gains (reduced redundancy)	**Producer Surplus:** Property owner ROI, MSP economics, ISP business model sustainability
Performance Benchmarks (throughput, latency) • *Source: Network monitoring*	Professional vs. Consumer-Grade Network Analysis	Network Performance Differential	**GDP Contribution:** Remote work productivity, telehealth access, educational outcomes

KEY DELIVERABLES

Research Report
50-70 page comprehensive analysis with methodology, findings, and regulatory framework

Executive Summary
4-6 page brief for policymakers, legislators, and media engagement

Digital Equity Analysis
Impact assessment for affordable, student, and senior housing populations

Presentation Deck
20-25 slides for conferences, hearings, and stakeholder briefings

Deliverables designed for legislative testimony, regulatory proceedings, and industry advocacy

12-WEEK RESEARCH TIMELINE

1-2	3-5	6-8	9-10	11-12
KICKOFF & FRAMEWORK	DATA COLLECTION	ECONOMIC MODELING	DRAFT & REVIEW	FINAL DELIVERY

A team of expert Telecom Advisory researchers

Adlane Fellah - MBA- Adlane Fellah, CWTS and CWNA, is the Chief Analyst at Maravedis Research, a leading wireless analyst firm he founded in 2002. He has authored numerous landmark reports on wireless convergence and managed connectivity across multiple industries. A recognized thought leader, Mr. Fellah is frequently invited to speak at major wireless and connectivity conferences and to contribute to influential industry publications.

Raul Katz - Ph.D. in Management Science and Political Science, M.S. in Communications Technology and Policy from the Massachusetts Institute of Technology (United States), Maîtrise and Licence in Communication Sciences from the University of Paris (France). Dr. Katz worked at Booz Allen & Hamilton for 20 years as a Lead Partner in the Telecommunications Practice in the Americas

Juan Jung - Ph.D. and M.A. in Economics, University of Barcelona (Spain), BA in Economics, University of the Republic (Uruguay). Dr. Jung is a Senior Economist at Telecom Advisory Services, specialized in the telecommunications and digital industries.

Fernando Callorda - B.A. and M.A. in Economics from the University of San Andres (Argentina). Mr. Callorda is a project manager with Telecom Advisory Services, LLC

Ramiro Valencia - B.S. in Electrical and Telecommunications Engineering from the Escuela Politécnica Nacional (Ecuador) and M.A. in Development Economics, FLACSO (Ecuador).

Extensive Telecom Advisory experience in the connectivity sector economic research

Wi-Fi Alliance	• The economic value of Wi-Fi: A global view (2018 and 2023) • The economic value of Wi-Fi: A global view (2021-2025) • Assessing the economic value of the upper 700 MHz of the 6 GHz band in Thailand (2025)
Wi-Fi Forward	• Assessment of the economic value of unlicensed spectrum in the United States (2014) • A 2017 assessment of the current and future economic value of unlicensed spectrum in the US (2018) • Assessing the economic value of unlicensed use in the 5.9 GHz and 6 GHz bands (2020) • An assessment of Wi-Fi economic value in the United States (2024) • Wi-Fi Works: How the success of Wi-Fi drives U.S. job creation (2025) • Economic loss if the top 700 Megahertz of the 6 GHz band is repurposed for licensed use (2025)
Dynamic Spectrum Alliance	• Assessing the economic value of unlicensed use of the 6 GHz band in Indonesia (2021) • Assessment of the economic value of the 6 GHz band in India (2024) • Assessment of the economic value of the 6 GHz band in Australia (2024) • Assessment of the economic value of the 6 GHz band in Brazil (2023)

Recap

- Managed Wi-Fi in MDUs Under Threat
- Economic Analysis needed NOW
- Are you ready? We are!

Crowdfunding Campaign Will Start Soon

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Resources

Weekly Newsletter

https://lp.maravedis-bwa.com/sign-up-landing-page

2026 WiFi Predictions

https://shop.maravedis-bwa.com/blogs/news/wi-fi-2026-predictions-what-to-expect-in-the-year-ahead

MSP Interviews
https://www.youtube.com/@maravedisresearch

2026 MDU Research Service

2026 SMB Research Service

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