Measurement Lab Sponsorship

Improve the Internet by Supporting Open Internet Measurement

What is Measurement Lab?

The Internet powers modern life—driving economies, education, and innovation. As an essential infrastructure, understanding and improving its performance is no longer optional; it is imperative.

Measurement Lab was founded in 2009 by a group of researchers who identified the urgent need for an open, transparent resource to study Internet performance and neutrality over time. By providing aggregate data, M-Lab empowers the public, technical innovators, scientific researchers, broadband policymakers, and access advocates to make informed decisions about Internet infrastructure and policies.

M-Lab operates and maintains several essential components that enable accurate and transparent Internet performance measurement:

- **Testing platform**: A global network of 425+ servers across more than 75 metro areas, hosted at interconnection points and cloud networks.
- **Measurement Tools:** A suite of tools, including NDT (Network Diagnostic Tool), DASH (Dynamic Adaptive Streaming over HTTP), and WeHe, to analyze various aspects of Internet performance.
- **Data Aggregation Pipeline:** A system that consolidates and processes large-scale measurement data.
- **Data Access and Visualization:** Tools like BigQuery, reporting interfaces, and visualizations that make data accessible and actionable.
- **Community Support:** Comprehensive technical documentation and assistance to foster collaboration and ensure effective use of the platform.

Collaboration and Global Impact

M-Lab is managed by a dedicated core team and supported by a diverse network of collaborators worldwide. This network includes experts from various disciplines, contributing to the project's expansion and ongoing success. M-Lab actively seeks partnerships with individuals and organizations to:

- Expand and enhance the testing platform's capabilities.
- Promote the effective use of open measurement data.

- Develop and standardize transparent methodologies for Internet performance measurement.

Who benefits from M-Lab?

- **Computer Scientists:** Can propose and deploy measurement tools as hosted services, advancing technical understanding and innovation.
- **Internet Researchers:** Gain access to open, large-scale datasets to analyze and study the evolving Internet.
- **Broadband Policymakers and Advocates:** Use aggregate data to assess and improve Internet access and equity for their communities.
- **Data-Driven Organizations:** Leverage M-Lab to publish their datasets openly, fostering collaboration and transparency.
- **Everyday Internet Users:** Run tests to assess their own connection performance while contributing as citizen scientists to global Internet research.

How can you support M-Lab?

Supporting M-Lab ensures the sustainability of an open, transparent, and equitable Internet. As a funder, your contribution directly strengthens M-Lab's ability to measure and improve global Internet performance, driving innovation, equity, and accessibility for millions.

Sponsorship Opportunities

M-Lab offers tiered sponsorship opportunities to align with your organization's goals and the level of impact you wish to achieve:

Tier	Value	Types of Support
Resiliency Circle	$500k+	- Direct Funding - Allocated staff time to contribute to M-Lab Projects - Donated infrastructure (e.g. Cloud Credits, Servers, Transit)
Quality Circle	$250k - $500k	
Transit Circle	$100k - 250k	
Latency Circle	$50k - $100k	
Speed Circle	Up to $50k	

We welcome the opportunity to customize sponsorship agreements to fit the unique needs and objectives of your organization.

How Your Support Makes an Impact

Your contribution powers critical aspects of M-Lab's mission:

1. **Advancing Open Data and Tools:**
   - Developing user-friendly tools and documentation to make Internet performance data accessible to researchers, policymakers, and advocates.
   - Enhancing analysis and collection tools to support deeper insights into global Internet performance.
2. **Expanding Infrastructure and Resilience:**
   - Maintaining and scaling our platform with state-of-the-art infrastructure, ensuring reliable data processing and global reach.
   - Hosting physical sites or sponsoring cloud environments to expand geographic coverage.
3. **Building Community and Advocacy:**
   - Supporting outreach at conferences, workshops, and advocacy events to promote M-Lab's data and foster a healthy Internet measurement ecosystem.
4. **Sustaining Collaboration and Governance:**
   - Allocating resources to staff, technical contributors, and open-source projects that keep M-Lab innovative and aligned with best practices.
   - Participating in M-Lab's open governance processes to shape the project's strategic direction.

In-Kind Contributions

For organizations or individuals interested in non-monetary support:

- **Donate infrastructure** by sponsoring cloud sites, hosting physical servers, or providing hardware.
- **Contribute staff time** to help write open-source code or develop new tools for M-Lab's platform.

Becoming a Sponsor

For those committed to ensuring the longevity of open Internet performance data, consider joining M-Lab as a core contributor. Sponsors play a strategic role in shaping the future of Internet measurement through dedicated funding and participation in project governance.

Recognition and Engagement

As a sponsor or contributor, you'll join the M-Lab consortium and collaborate with a global network of leaders advancing Internet transparency and equity. Together, we'll ensure that

open Internet performance data continues to empower innovation and progress for years to come.

Who currently supports M-Lab?

M-Lab's mission to promote Internet transparency and equity has been sustained by contributions from a diverse network of supporters, including the Knight Foundation, Media Democracy Fund, Mozilla, New America's Open Technology Institute, Open Technology Fund, Princeton's PlanetLab Consortium, RNP, and Google. These partnerships have been instrumental in establishing M-Lab as a trusted resource for Internet performance data, but our work is far from complete.

As Internet infrastructure evolves and global challenges grow, the need for expanded resources, expertise, and geographic reach is greater than ever. Current funding supports the foundation of our platform, but additional contributions are critical to scaling impact, reaching underserved regions, and addressing emerging challenges in Internet measurement.

Why Your Support Matters Now:

1. **Scaling Infrastructure:** Expanding M-Lab's testing network into underserved regions requires additional investment, ensuring our data represents a truly global perspective for policymakers and advocates.
2. **Accelerating Innovation:** Additional funding enables M-Lab to enhance tools, improve usability, and address emerging technologies like 5G and satellite-based Internet.
3. **Fostering Digital Equity:** Many rural and developing areas are underrepresented in Internet performance data. Your support helps close these gaps and promote equitable access.
4. **Ensuring Longevity:** Expanding M-Lab's funding base strengthens our ability to innovate, grow, and sustain open Internet performance data for the long term—ensuring collective impact across all contributors.

Your contribution helps M-Lab not just maintain its mission but grow its ability to address tomorrow's challenges, ensuring that the Internet remains a fair, open, and inclusive resource for all.

Interested? Want more information?

Please reach out to hello@measurementlab.net