

# Connected Nation

## Enabling Technology. Empowering People.



# Accelerating Broadband Development Requires

- Broadband Infrastructure Mapping & Validation
- Comprehensive Research & Market Analysis
- Public-Private Partnerships & Grassroots Technology Planning
- Awareness Campaigns
- Computer Distribution & Digital Literacy Training
- Public Policy Consulting

# What the National Broadband Map Tells Us...

- While access to basic broadband (3 Mbps) is over 95% of households, access to networks with download speeds of 50 Mbps or greater is at 45%
- Communities are different – 25.4% of Iowans have access to fiber, but only 1.3% of Nevadans
- Mobility is a significant economic opportunity, yet challenges in deployment remain
- Many of our nation's community anchor institutions remain unprepared for the broadband future

**We need active, public-private partnerships to  
identify and solve community broadband  
challenges**

# Core Components



## ACCESS

Is the infrastructure here?

## ADOPTION

Do residents and institutions use the technology?

## USE

Are residents and institutions using technology to improve the quality of life?

# ACCESS

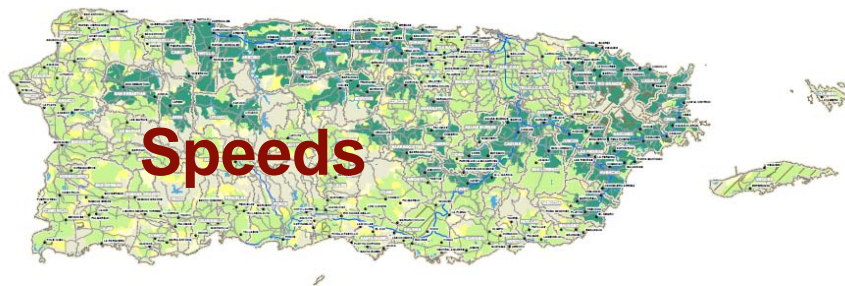
Is the infrastructure here?



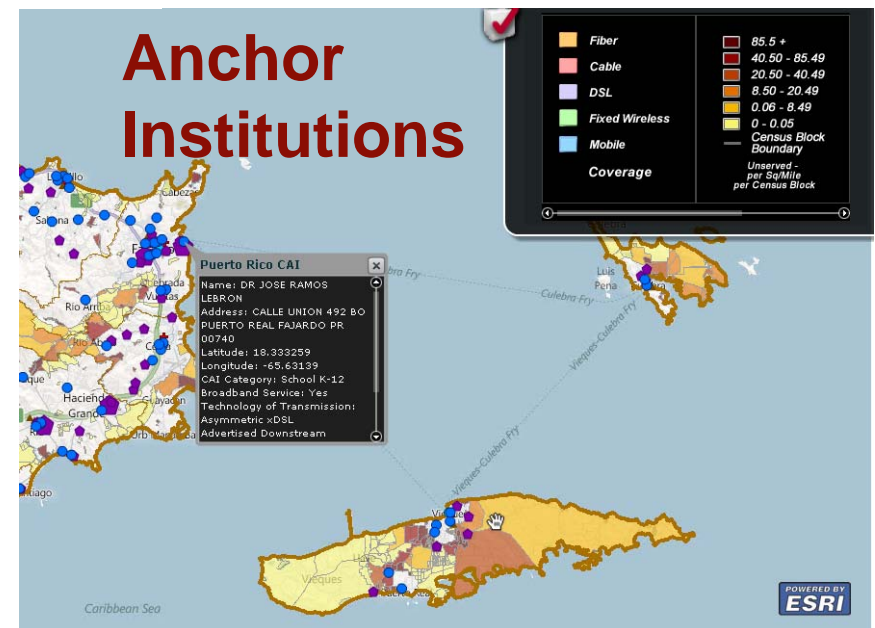
In areas where multiple broadband providers offer service, this platform composite map stacks coverage display layers in the order presented below.

## Symbology

- City
- Primary Road
- Secondary Road
- Municipality Boundary
- Water
- National Lands
- Fiber Broadband Available
- Cable Broadband Available
- DSL Broadband Available
- Fixed Wireless Broadband Available
- Mobile Wireless Broadband Available\*
- Unserved Areas

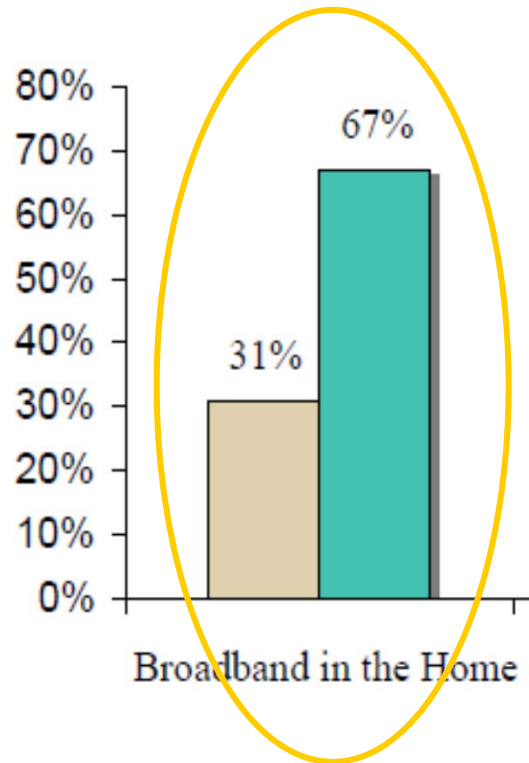


- Leyenda**
- Ciudad
  - Carretera Principal
  - Carretera Secundaria
  - Limites Municipales
  - Agua
  - Tierras Nacionales
  - Banda ancha de nivel 11 (Mas de 1 Gbps)\*
  - Banda ancha de nivel 10 (100 Mbps a < 1 Gbps)\*
  - Banda ancha de nivel 9 (50 Mbps a < 100 Mbps)\*
  - Banda ancha de nivel 8 (25 Mbps a < 50 Mbps)\*
  - Banda ancha de nivel 7 (10 Mbps a < 25 Mbps)\*
  - Banda ancha de nivel 6 (6 Mbps a < 10 Mbps)\*
  - Banda ancha de nivel 5 (3 Mbps a < 6 Mbps)
  - Banda ancha de nivel 4 (1.5 Mbps a < 3 Mbps)
  - Banda ancha de nivel 3 (768 kbps a < 1.5 Mbps)
  - Datos insuficientes



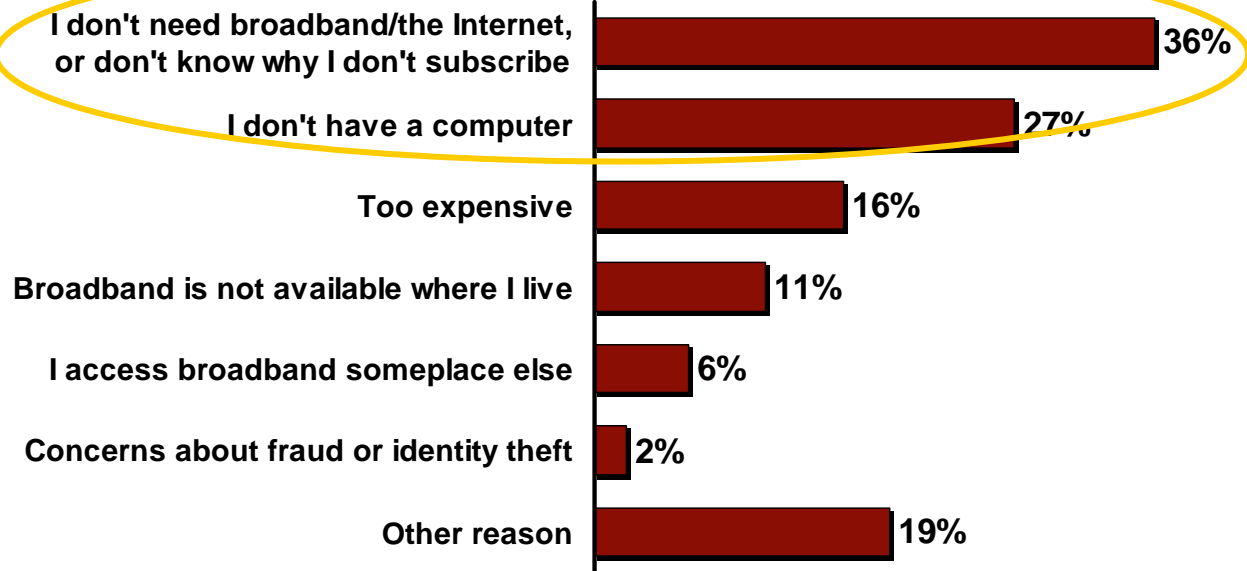
# ADOPTION

Do residents and institutions use the technology?



\*Source: Federal Communications Commission, *Broadband Adoption and Use in America*, 2010.

Source: 2010 Connect Puerto Rico Residential Technology Assessment



\*Percentages do not add up to 100% because individuals could give multiple responses.

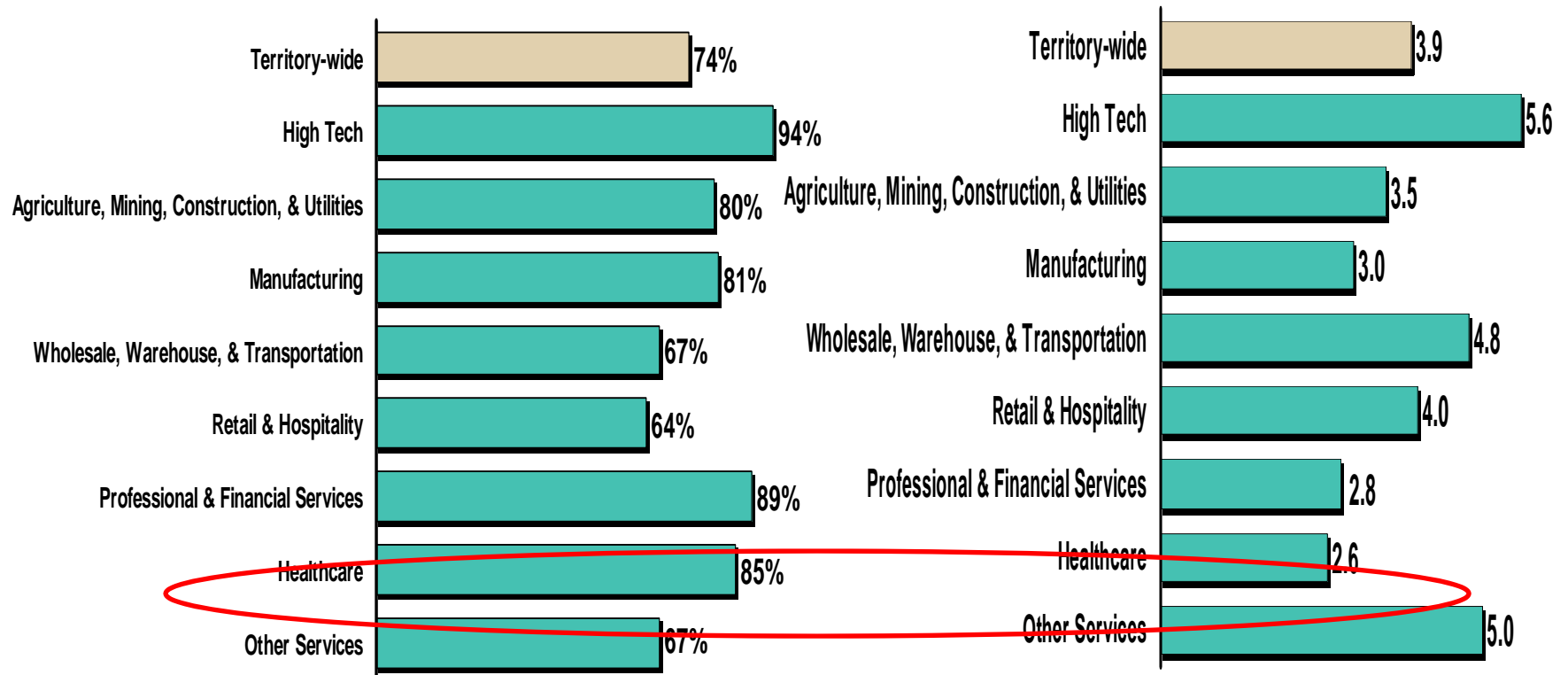
Q: Why don't you subscribe to broadband at home?  
(n=834 PR residents who do not have home broadband service)

Source: 2010 Connect Puerto Rico Residential Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)



# USE

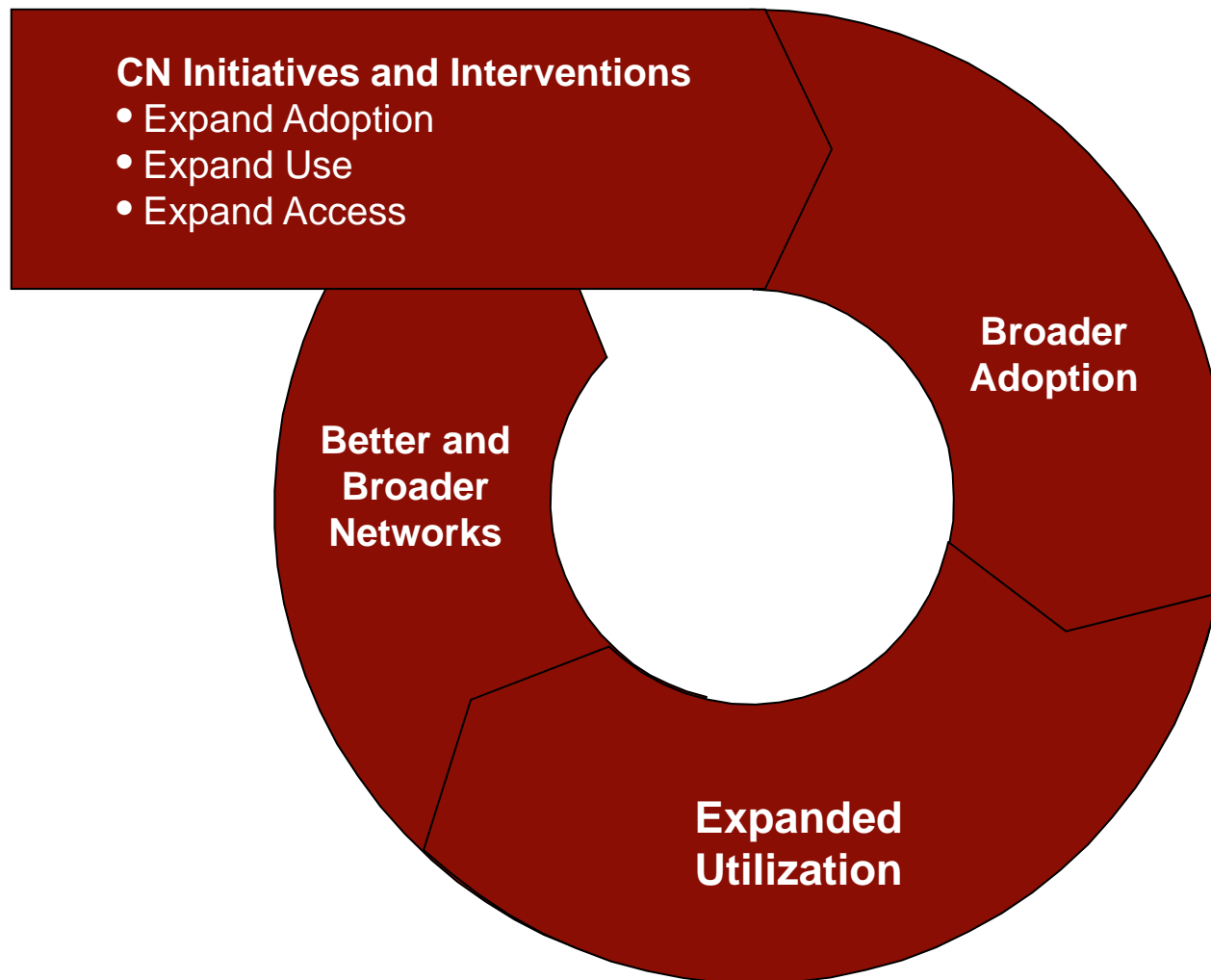
Are residents and institutions using technology to improve the quality of life?



Q: Which of the following describes the type of Internet access your company has?  
(n=814 PR businesses)

Source: 2010 Connect Puerto Rico  
Business Technology Assessment  
[www.connectpr.org](http://www.connectpr.org)

# Broadband Catalysts for Change





# National Benchmarks

## Universal Fixed Access

“Every American should have affordable access to robust broadband service.”  
National Broadband Plan, Goal No. 3

## Mobile Broadband

“Within the next five years, we’ll make it possible for businesses to deploy the next generation of high-speed wireless coverage to 98% of all Americans.”  
President Obama, State of the Union Address, Jan. 25, 2011, and Wireless Innovation Initiative

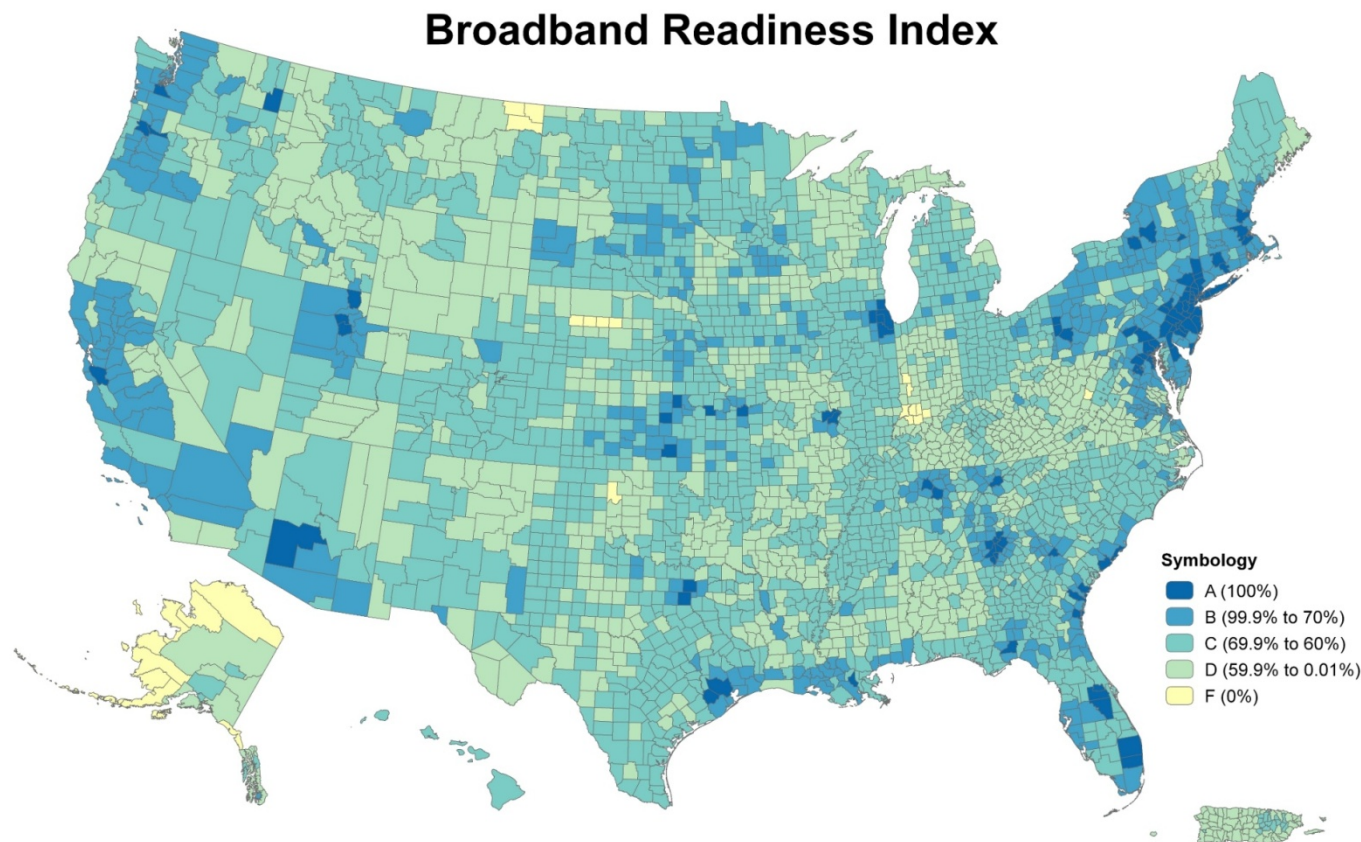
## Fixed Access for Tomorrow

“By 2015, 100 million U.S. homes should have affordable access to actual download speeds of 50 Mbps.”  
National Broadband Plan, Goal No. 1

# Broadband Readiness Index



CN tool that analyzes access to basic broadband (3 Mbps), high-speed access (50 Mbps), and mobile broadband



“The United States must lead the world in the number of homes and people with access to affordable, world-class broadband connections.”

*Connecting America: The National Broadband Plan*

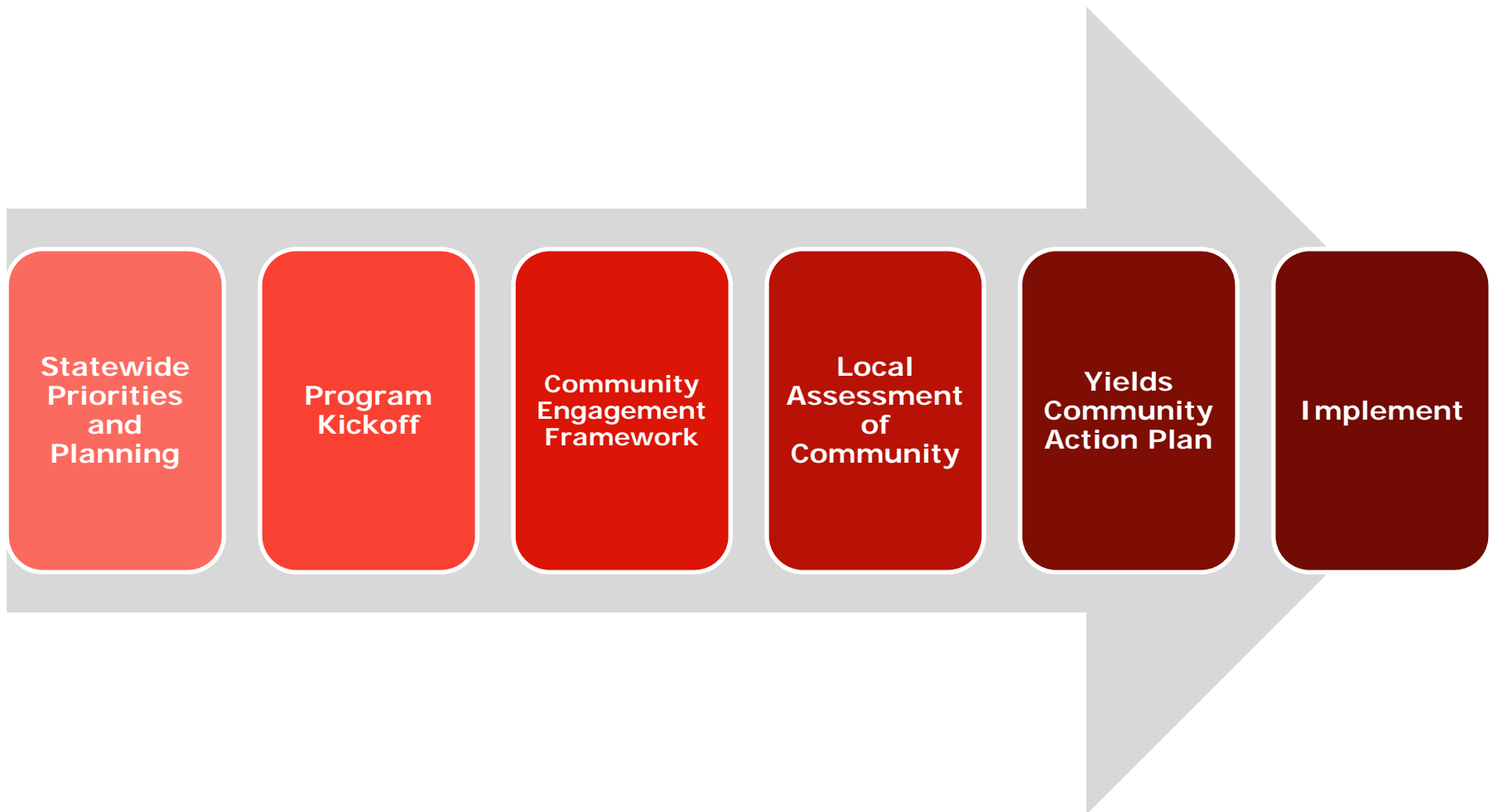
[http://connectednation.org/research/readiness\\_index.php](http://connectednation.org/research/readiness_index.php)

# Statewide Planning



## Puerto Rico Broadband Taskforce

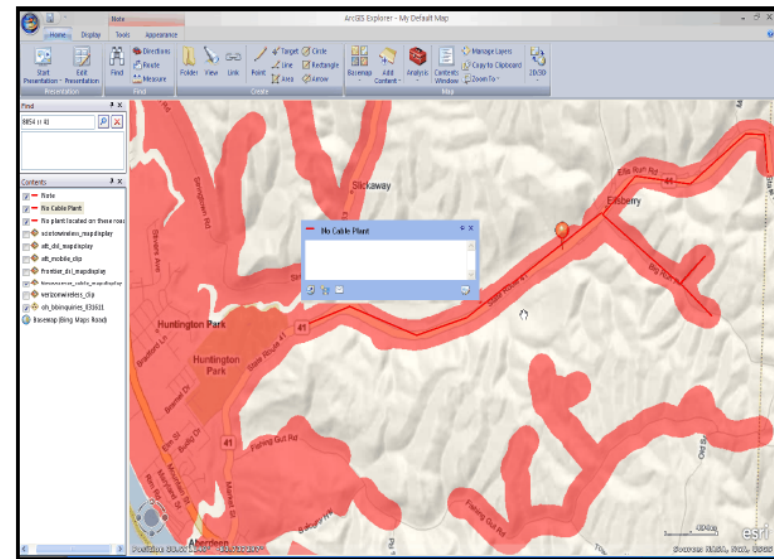
# Local Engagements



# Aggregating Demand Accelerating Deployment



- Consumer contacts Connect Michigan regarding access issues
- Connect Michigan aggregates demand and contacts local providers with cost and technical analysis
- Providers realize last mile solution to provide consumer broadband access



# Lowering Adoption Barriers and Realizing Benefits



- **194%** growth in broadband subscriptions among low-income families with children through Connected Tennessee Computers 4 Kids program and community engagements.
- Unemployment rate drops in Perry County, TN from highest in the state at **27.4% to 17%** through Connected Tennessee and “Vision Perry” program one year after computer donations. This innovative program put hundreds of citizens back to work through the Vision Perry Digital Factory, a fully-equipped Internet work and training center.



# Computer Distribution and Digital Literacy Training



- In 2011, generating direct computer purchases of nearly 5,000 units to libraries, community colleges, and Boys & Girls Clubs to support training and technology literacy curriculum.
- Over the next 24 months, targeting training for more than 300,000 individuals to generate broadband subscriptions and computer purchases among at least 100,000 participants.
- To provide 160,000 training hours across more than 200 locations and reach more than 5 million households through Public Service Announcements.





# Thank you!

## Questions?