

Broadband

The Fourth Utility



For communities to thrive in a global economy, broadband must join electricity, water, and natural gas as required utilities. The stakes couldn't be higher ...



Between 2010 and 2016, overall population declined in rural U.S. counties for the first time in history. **Lack of broadband is a contributing factor.**¹

With higher rates of chronic illness and overall poor health, **rural communities could benefit from telehealth services.**²

7 out of 10 teachers now assign homework that requires internet access, creating a homework divide where broadband is not present.³

Only **32.6 percent of rural libraries report having a fiber broadband connection**, compared to 62.3 percent of their urban counterparts.⁴

66 percent of individuals age 35 and under living in MDUs get about half of their video content online.⁵

If communities are to keep pace with evolving mobile wireless technology, or 5G, **an extensive fiber-based backhaul network will be required.**

Smart communities require robust broadband for applications like precision agriculture, e-government, next-generation public safety (FirstNet), smart grids, and smart connected homes.

Let's connect on your vision of a brighter future for your community.

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Broadband services enabled by robust fiber networks can make a difference, often making or breaking a community's ability to survive over the long term ...

Between 2005 and 2016, **output in the digital economy grew 5.6 percent per year**. Annual growth in total U.S. GDP, by contrast, was just 1.5 percent.⁶

FTTH-available communities enjoy **46 percent better new business formation** compared to communities without fiber broadband services.⁷

Fiber-based broadband correlates with **higher property satisfaction.**⁸

Since the Sevier County School system in TN instituted a telehealth program, **84 percent of students treated via telehealth remain in school.**⁹

Thanks to a broadband grant from the U.S. Economic Development Agency, the Eastern Kentucky Concentrated Employment Program (EKCEP) **saved 142 jobs and created 25 new ones.**¹⁰

The **average revenue from a home-based business using FTTH (\$73,000)** far exceeds, cable broadband (\$43,000), DSL (\$38,000), and wireless (\$25,000).⁵

When available, **rural markets enjoy better average take rates (63 percent) for fiber broadband** than urban (50 percent) or suburban (43 percent).⁷

¹ Rural Economy and Population, USDA
² Rural Health Disparities, Rural Health Information Hub
³ Bridging a Digital Divide That Leaves School Children Behind, New York Times
⁴ Rural Libraries in the United States, American Library Association
⁵ RVA LLC
⁶ Defining and Measuring the Digital Economy, Bureau of Economic Analysis, U.S. Dept. of Commerce
⁷ Fiber Broadband Association
⁸ The Tangible Value of Advanced Broadband to MDUs – RVA LLC
⁹ Health Care Hubs: The Future of Telemedicine and Broadband
¹⁰ Building the Broadband Economy, Broadband Properties Magazine

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