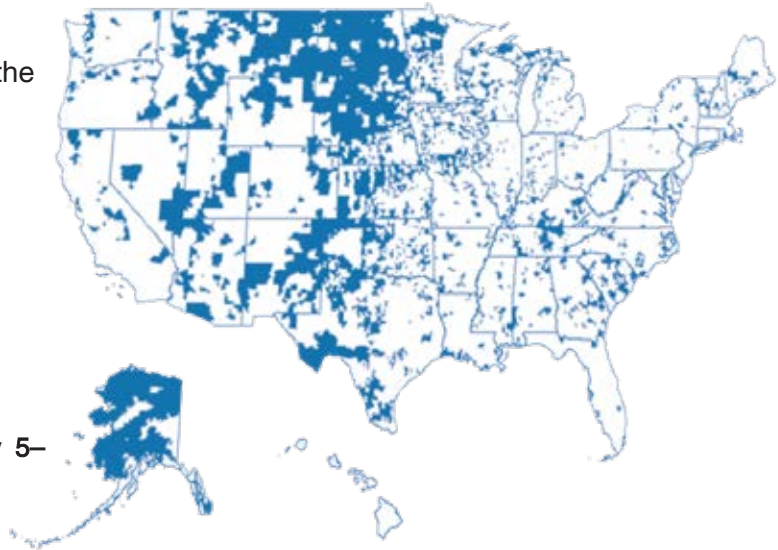


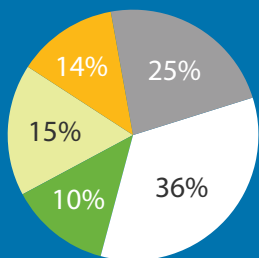
# Rural Broadband: No One Does it Better Because No One is More Committed

Every day NTCA members work hard to deliver for the country's rural communities. Their steadfast and longstanding commitment to serving the communities they call home makes them rural America's trusted communications solution providers.

- NTCA advocates on behalf of nearly 850 independent, community-based broadband providers that promote innovation in rural and small-town America.
- Small rural telcos serve rural customers in **45** states, covering more than **35%** of the nation's landmass.
- Population density in most telco service areas is roughly **5–10** customers per square mile.



## Internet Speeds



- 1+ Gigs
- 100+ Mbps
- <10 Mbps
- 25+ Mbps
- 10+ Mbps

## Rural Broadband: Moving America Forward

NTCA members have worked for decades to invest in our nation's future by deploying state-of-the-art, advanced communications infrastructure in the most rural, hard-to-reach areas of the country. These dedicated telecom providers ensure rural Americans have access to affordable, reliable and robust broadband services to connect their homes, businesses and communities to the rest of America and the world.

- 76% of respondents' customers have access to broadband service at speeds in excess of 25 Mbps.\*
- 61% of respondents' customers have access to broadband service at speeds in excess of 100 Mbps.\*
- NTCA providers serve an average of 11 public safety entities (police, fire, etc.) and eight schools with fixed broadband.\*
- Since 2013, over 80 providers have been recognized as serving Smart Rural Communities<sup>SM</sup> through their collaboration with local leaders on broadband-enabled solutions.

## Rural Broadband: Overcoming Challenges to Connect Rural America

While advancements have been made in technology and innovation, many challenges still exist for the small, community-based rural telecom providers. NTCA members are finding solutions to build upon what has worked to date, while incorporating innovative ways to overcome the continuous challenges of operating in rural areas.

- The cost to deploy fiber networks was cited by 93% of survey respondents as the No. 1 barrier to its widespread availability in rural America.\*

\* Based on results from the "NTCA 2019 Broadband/Internet Availability Survey Report"