



COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT

Promoting a 21st century economy

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TECHNOLOGY-ENABLED BUSINESS SOLUTIONS FOR 21ST CENTURY GOVERNMENT



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STRUGGLES FOR EVERY STATE:

- 1. ACCESS**
- 2. AWARENESS**
- 3. ADOPTION**

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URBAN AREAS

-Louisville, Lexington, Covington, Bowling Green

-These Areas struggle with 2 of the 3 issues

1.) Access

2.) Awareness

3.) Adoption

Just minutes from these areas are RURAL

RURAL AREAS

-Eastern, North Eastern, South Central, Western KY

-Even 10-15 miles outside of our larges cities = RURAL

-Struggle with ALL 3 ISSUES

1.) Access

2.) Awareness

3.) Adoption

STATISTICS

-According to the latest FCC report

- **1.5 %** of the **Urban Area Kentucky Population** is
without access

VS.

- **23%** of the **Rural Area Kentucky Population** is
without access

OPTIONS

*Its not always about a lack of options,
its more about the inadequate options*

- 1.) Phone line broadband – too slow
- 2.) 3G cell service – expensive, restrictive, signal quality
- 3.) Satellite Broadband – expensive and restrictive



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RURAL AREAS

Other Struggles of Rural Areas:

High Cost

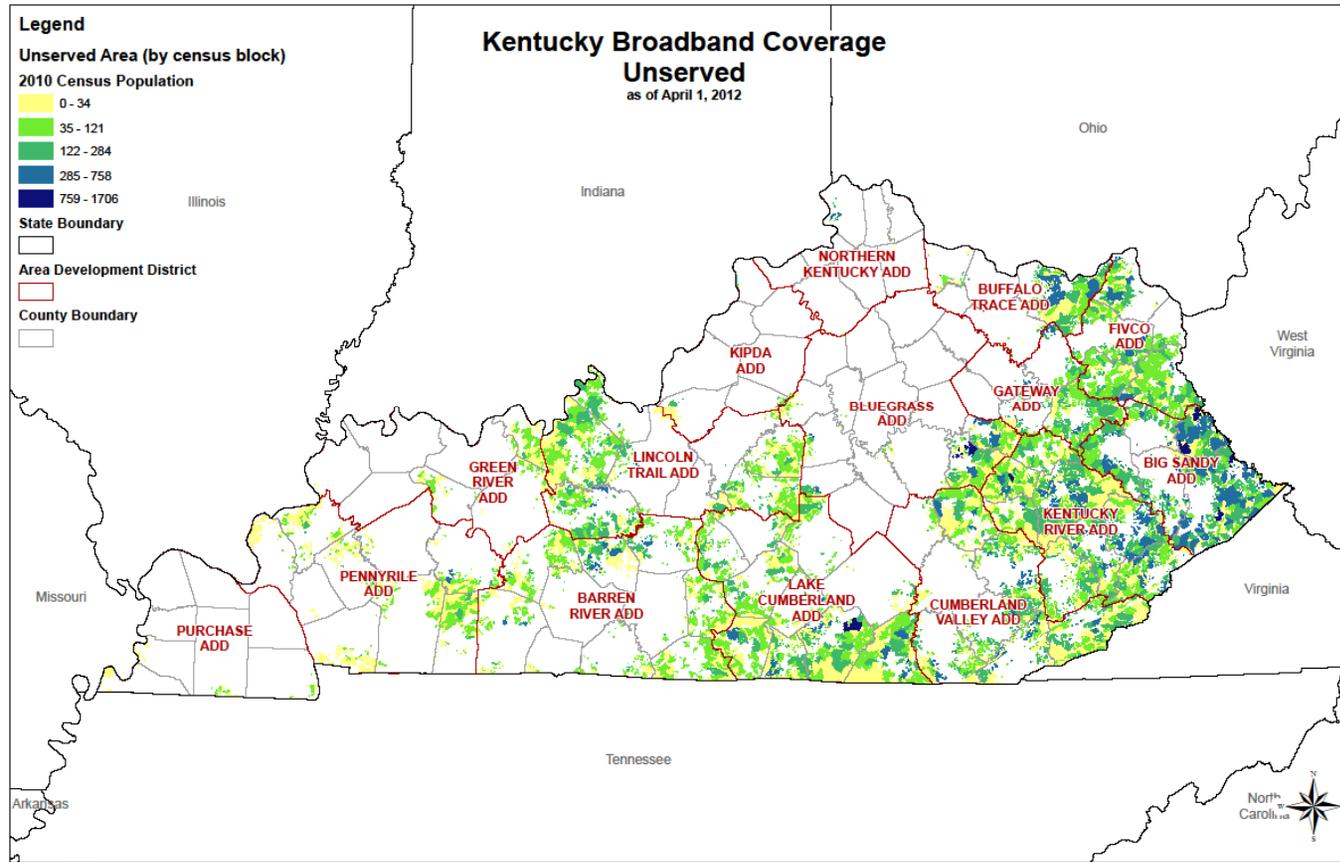
Miles from nearest option

Expensive Installation Cost

No perceived value

Low Income

Poverty Levels



RURAL AREAS

-Cable TV never really made it to the Rural Areas:

Just like Broadband:

- 1.) ROI is an issue for Providers**
- 2.) Labor Cost is an issue**
- 3.) Wire Cost is an issue**



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RURAL AREAS

Television and Broadband

-Small Satellite filled the gap for Rural TV

-New Broadband Technology can fill gap for

Rural Kentucky

Fixed Wireless

Satellite Broadband



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KENTUCKY NEEDS:

- AFFORDABLE BROADBAND

- INCREASED ADOPTION

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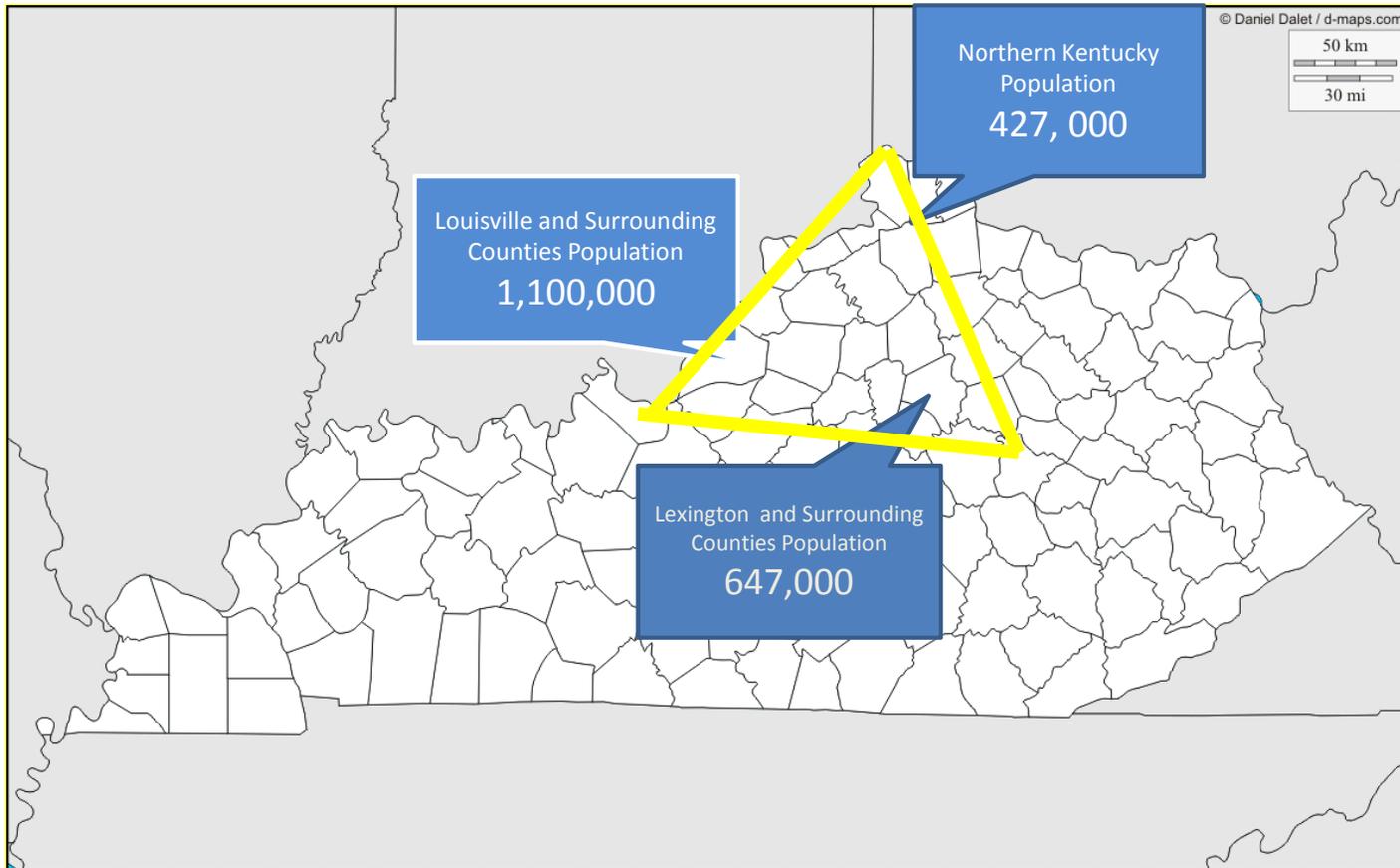


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BROADBAND VALUE:

- Educating our Students***
- Educating our workforce***
- More opportunities for low income***
- More opportunities for students with disabilities***
 - Distance Learning***
- Making our citizens globally competitive***
- Attracting future businesses***
 - eHealth***
 - Public Safety***
- Governmental Services***
 - And on.....***

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www.broadband.ky.gov



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More information is available online:

Kentucky's Broadband Mapping Initiative
<http://www.broadband.ky.gov>

Kentucky's Broadband Mapping Viewer
<http://www.bakerbb.com/kybroadbandmapping/>

Kentucky @ Work Broadband Page
<http://kentuckyatwork.ky.gov/Pages/Broadband.aspx>

The US Broadband Plan
<http://www.broadband.gov/>

The US Broadband Map (and Data Sets)
<http://broadbandmap.gov/>

Broadband Mapping & Community Search Tool
<http://broadbandsearch.sc.egov.usda.gov/DefaultARRA.aspx?program=ARRA>

US FCC Broadband Opportunities Page
http://wireless.fcc.gov/outreach/index.htm?job=broadband_home

And, our interactive Facebook Page
<http://www.facebook.com/KentuckyBroadband>

Or through our office:

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