

# Broadband in America: LEADING AMERICA INTO THE FUTURE

The state of American broadband is **fast**, **ubiquitous**, and **affordable**. Moreover, it's enabling our economy through **innovation**, **private investment**, and **job creation**. Any way you measure it—speed, pricing, adoption, and competition—the United States is a world leader in broadband Internet.



## High Speed

THE VAST MAJORITY OF AMERICANS HAVE ACCESS TO HIGH-SPEED BROADBAND INTERNET.

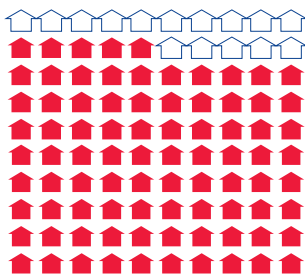
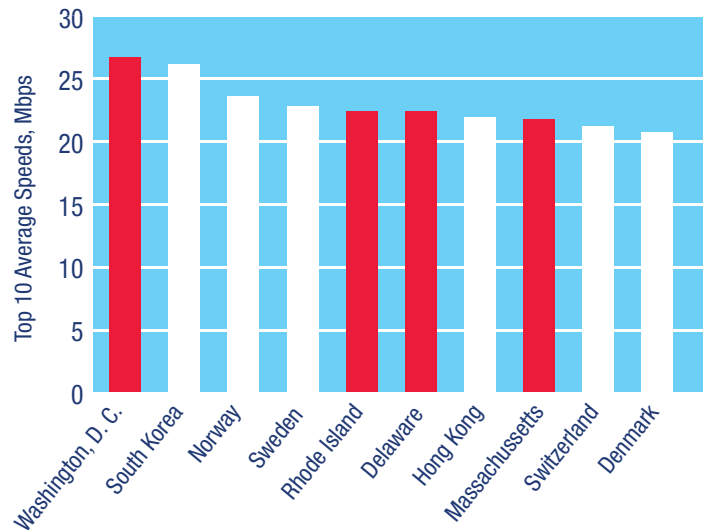
**95%**

of Americans have access to speeds of 4 Mbps down; and 94% have access to speeds of 10 Mbps down.

### MEASUREMENTS OF AVERAGE CONNECTION SPEEDS

If U.S. states were ranked globally, three states and the District of Columbia would be in the top ten on average connection speeds. In Q4 2016, the average connection speed in the U.S. was 17.2 Mbps. In Q3 2016, the average peak connection speed was 70.8 Mbps. Average peak connection speed better represents Internet capacity because it tends to exclude the impact of factors that are outside of an ISP's control.

U.S. broadband providers deliver 109% of advertised speeds, while E.U. broadband providers deliver 76% of advertised speeds.

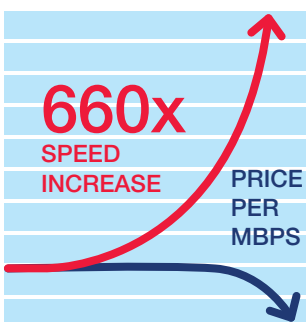


**>85%**

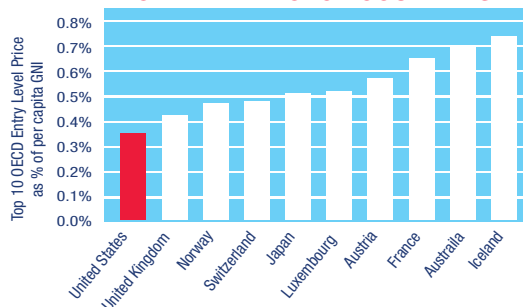
of households in the U.S. have access to networks capable of speeds of 100 Mbps.

## Low Prices

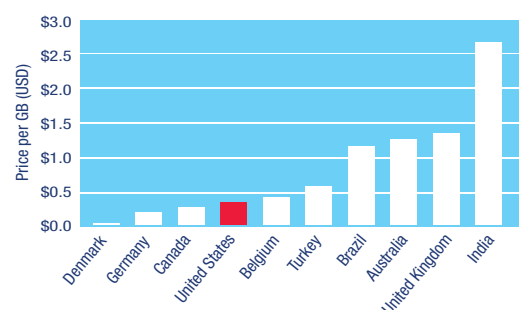
FASTEST AMERICAN BROADBAND SPEED TIER IS 660 TIMES FASTER THAN IT WAS IN 2002, BUT NOMINAL PRICES HAVE REMAINED MOSTLY FLAT, AND PRICE PER MBPS CONTINUES TO DROP.



### ENTRY-LEVEL PRICING FOR BROADBAND IN OECD COUNTRIES



### PRICE PER GB OF DATA (USD) AT SPEEDS OF 25 MBPS OR GREATER



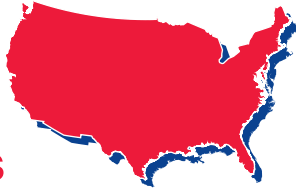
# Real Choice

COMPETITION AMONG AMERICAN BROADBAND PROVIDERS IS ROBUST AND THE CHOICES AVAILABLE ARE GROWING.

#1  Netherlands #2  Belgium

#3 United States

The U.S. has the OECD's third highest rate of choice across different wired technologies.



68% 2010

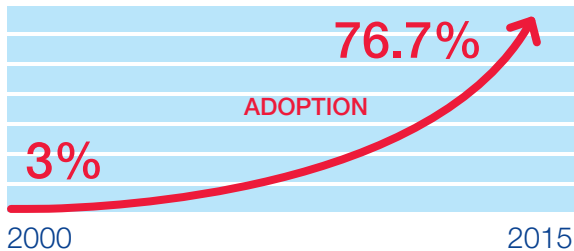
89% 2015

In 2015, 89% of the U.S. population had a choice of at least four wireless broadband providers—up from 68% in 2010.



# Increasing Adoption

NEARLY ALL AMERICANS HAVE ACCESS TO BROADBAND, AND MORE THAN EVER ARE ADOPTING IT.



More than three-quarters of Americans (76.7%) now subscribe to broadband Internet according to the U.S. Census Bureau — exponentially more than the 3% of Americans that had a broadband Internet connection in 2000.

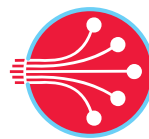
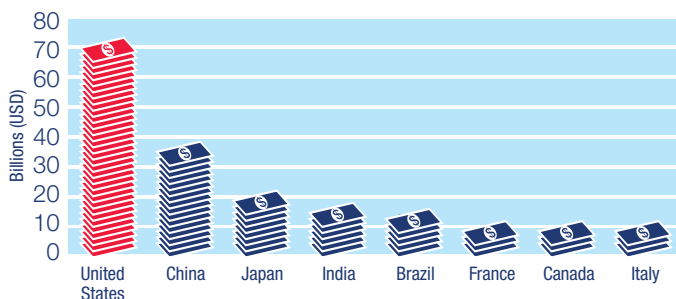
# Drives Investment, Growth and Jobs

MASSIVE PRIVATE INVESTMENT IN BROADBAND INFRASTRUCTURE IS ENABLING AND GROWING THE AMERICAN ECONOMY.

## \$70 Billion

The U.S. leads the world in telecommunications investment, having invested \$70 billion in 2010 alone; China, which is second on the list, invested half that amount, or \$34 billion. **Four of the top 25 nonfinancial companies that invest in America are broadband providers.**

INVESTMENT IN TELECOMMUNICATIONS, 2010



## \$1.5 Trillion Invested

From 1996 to 2015, Internet providers have invested \$1.5 trillion in American Internet infrastructure.



## 10.8 Million Jobs

Broadband Internet supports nearly 11 million jobs in the United States, including both jobs in the information and communications technology ("ICT") industry and ICT-related jobs in other industries.



## 1.66 Million Americans

The app economy now employs 1.66 million Americans—up from zero in 2007, and more than double the amount in 2013.

# CITATIONS

## High Speed

### >85% ACCESS TO NETWORKS CAPABLE OF 100 MBPS

- NCTA – The Internet and Television Association, “Industry Data,” <http://www.ncta.com/industry-data> (accessed Mar. 13, 2017) (based on NCTA analysis of company data, SNL Kagan estimates, and NCTA estimates).

### 95% ACCESS TO 4 MBPS; 94% ACCESS TO 10 MBPS

- Federal Communications Commission, “2016 Broadband Progress Report” (Jan. 29, 2016) (These figures refer to fixed terrestrial service. If satellite services are included, over 99% of Americans have access to speeds of 4 Mbps down, and over 99% of Americans have access to speeds of 10 Mbps down).

### AS ADVERTISED SPEEDS, 109% IN THE U.S., 76% IN THE E.U.

- Federal Communications Commission, Office of Engineering and Technology and Office of Strategic Planning & Policy Analysis, “2016 Measuring Broadband America Fixed Broadband Report” (data as of Sept. 2015).
- European Commission, “Quality of Broadband Services in the E.U.,” <https://ec.europa.eu/digital-single-market/en/news/quality-broadband-services-eu> (data as of Oct. 2014).

### MEASUREMENTS OF AVERAGE CONNECTION SPEEDS

- Akamai, “Akamai’s State of the Internet Q4 2016 Report,” Vol. 9, No. 4 (Mar. 2017).
- Akamai, “Akamai’s State of the Internet Q3 2016 Report,” Vol. 9, No. 3 (Dec. 2016) (This is the most recent Akamai State of the Internet Report in which average peak connection speed data is available).
- Akamai, “State of the Internet Metrics: What Do They Mean?” (Feb. 5, 2015), <http://www.stateoftheinternet.com/trends-blogs-2015-02-state-of-the-internet-metrics-what-do-they-mean.html> (accessed Mar. 30, 2015).

## Low Prices

### 660X SPEED INCREASE

- Based on increase in Comcast’s fastest tier download speeds from 2002 (3 Mbps) to 2015 (2 Gbps).

### PRICE PER GB

- Federal Communications Commission, “International Broadband Data Report” (Jan. 28, 2016) (based on 2014 data).

### ENTRY-LEVEL PRICING

- International Telecommunication Union, “Measuring the Information Society Report” (2016) (based on 2015 data).

## Real Choice

### THIRD HIGHEST CHOICE ACROSS DIFFERENT FIXED TECHNOLOGIES

- Information Technology & Innovation Foundation, “The Whole Picture: Where America’s Broadband Networks Really Stand” (Feb. 12, 2013) (citing OECD data).

### 89% HAD A CHOICE OF FOUR MOBILE BROADBAND PROVIDERS

- Federal Communications Commission, “19th Mobile Wireless Competition Report” (Sept. 23, 2016).
- Federal Communications Commission, “16th Mobile Wireless Competition Report” (Mar. 21, 2013).

## Increasing Adoption

### 3% TO 76.7% ADOPTION

- Pew Research Center, Internet & American Life Project, “Trend Data (Adults),” [http://pewinternet.org/Trend-Data-\(Adults\)/Online-Activites-Total.aspx](http://pewinternet.org/Trend-Data-(Adults)/Online-Activites-Total.aspx) (accessed June 3, 2013) (indicating that 3 percent of American adults subscribed to broadband in 2000).
- United States Census Bureau, American FactFinder, “2015 American Community Survey 1-Year Estimates,” [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_1YR\\_DP02&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_1YR_DP02&prodType=table) (accessed Mar. 10, 2017).

## Drives Investment, Growth and Jobs

### \$70 BILLION INVESTMENT, \$34 BILLION INVESTMENT, AND CHART

- International Telecommunications Union, “Measuring the Information Society” (2012).

### FOUR OF TOP 25 BY DOMESTIC INVESTMENT

- Progressive Policy Institute, “Investment Heroes of 2016: Fighting Short-termism,” (Oct. 2016).

### \$1.5 TRILLION INVESTED

- USTelecom, “Broadband Investment,” <http://www.ustelecom.org/broadband-industry/broadband-industry-stats/investment> (accessed Mar. 10, 2017).

### 10.8 MILLION JOBS

- USTelecom, “Broadband Industry Stats,” “Jobs,” <http://www.ustelecom.org/broadband-industry/broadband-industry-stats/jobs> (accessed May 19, 2014).

### 1.66 MILLION AMERICANS EMPLOYED BY THE APP ECONOMY

- Progressive Policy Institute, “App Economy Jobs in the United States (Part 1)” (Jan. 6, 2016), available at <http://www.progressivepolicy.org/slider/app-economy-jobs-part-1/>.



[WWW.BROADBANDFORAMERICA.COM](http://WWW.BROADBANDFORAMERICA.COM)