

# Continued Investment in Broadband Adoption Could Total \$1.5 Billion



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*Connected Nation report outlines economic impact of broadband using the success of ConnectKentucky and describes future opportunity in Kentucky*

**Washington, D.C.:** Continued investment in programs that expand broadband adoption could translate to an economic impact totaling \$1.5 billion in Kentucky. The impact includes healthcare savings, creation and retention of jobs, value of time saved and offset of reduced carbon emissions. Kentucky's potential for economic gain continues to drive the need for programs to expand broadband adoption.

Connected Nation, the parent company of ConnectKentucky, released the report. It details the potential state-by-state impact of accelerating broadband access and adoption. Its findings suggest that the U.S. could realize an impact of \$134 billion annually from a modest increase in broadband adoption. Kentucky could see the realized economic impact of broadband if the technology is more fully adopted.

"This report reiterates two important aspects about broadband expansion in Kentucky," said René True, ConnectKentucky executive director. "First, Kentucky is a leader among all states with regard to broadband expansion and seen as a model. Second, while broadband availability is nearly 100 percent, broadband adoption still needs to grow. While broadband availability is important, adoption of the technology is what impacts the economy and changes lives."

ConnectKentucky has garnered national, industry-wide recognition as a best-practice model for broadband expansion. The model, which includes extensive broadband mapping, a public-private partnership and local eCommunity Leadership teams, has been replicated in Tennessee and Ohio as well as a mapping effort in West Virginia and South Carolina. Connected Tennessee recently released statewide broadband speed maps, highlighting download speeds available across the state – a first of its kind mapping initiative.

"I look forward to the day when Kentucky has full broadband adoption: when every Kentuckian sees the meaningful impact that broadband has on their life, the price of broadband is affordable due to the extensive demand, and Kentuckians are demanding faster speeds to improve access to better healthcare, learning opportunities, and career advancement," True said. "That is my hope for Kentucky."

To learn more about the report, visit [www.connectkentucky.org](http://www.connectkentucky.org).

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**About ConnectKentucky:** *As a non-profit technology-based economic development organization, ConnectKentucky is working to ensure that Kentucky remains the place of choice to live, work and raise a family. As a public-private partnership, ConnectKentucky partners with technology-minded businesses, government entities and universities to accelerate technology in the Commonwealth.*

For more information about ConnectKentucky, visit [www.connectkentucky.org](http://www.connectkentucky.org).