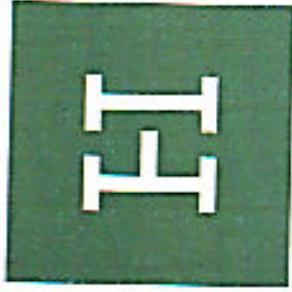
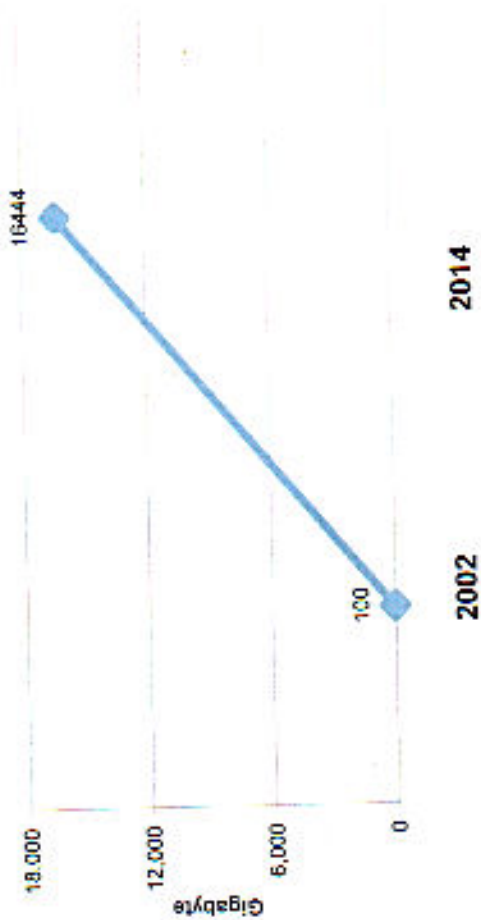


The Economic Impact of Rural Broadband



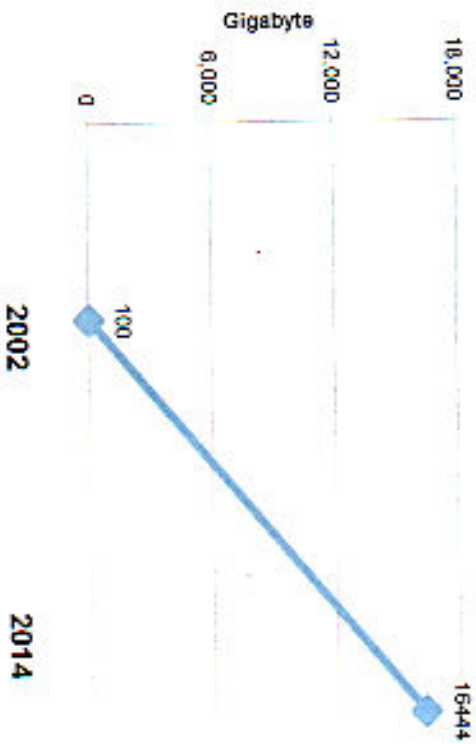
The Transition to Broadband

Digital Data Transfer



The Transition to Broadband

Digital Data Transfer



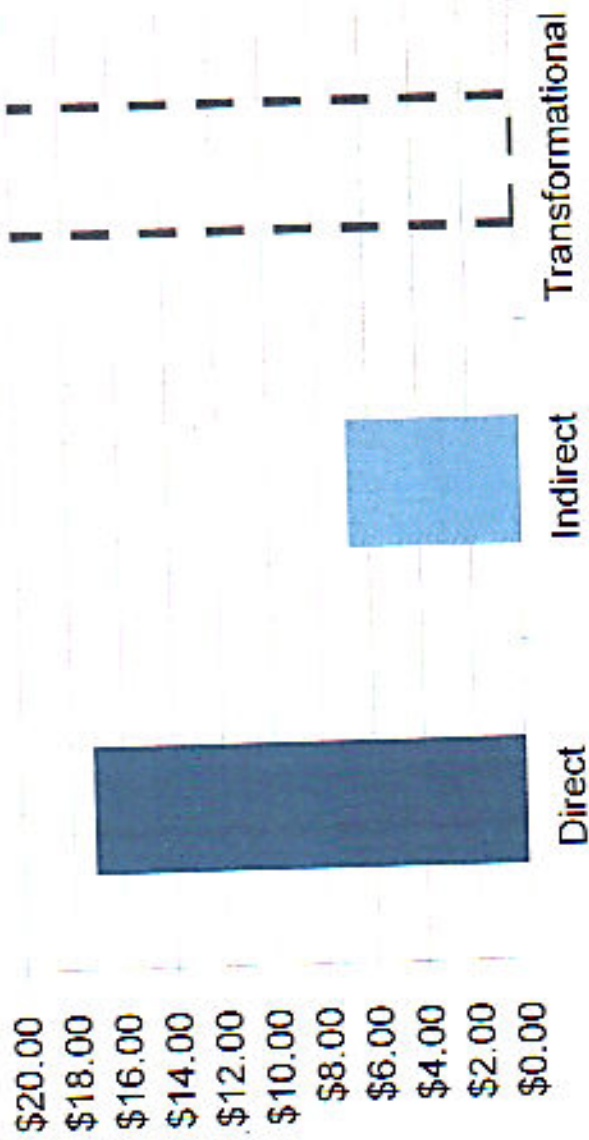
Economic Impact

- Rural telecom providers employ thousands of employees and contribute billions of dollars to the national economy.
 - Wages
 - Telecom equipment
 - "Normal" equipment and supplies
 - Advertising
 - Professional services
 - Taxes
- What does this mean for the U.S. and for Minnesota?



Economic Impact

Economic Impact
(in billions)

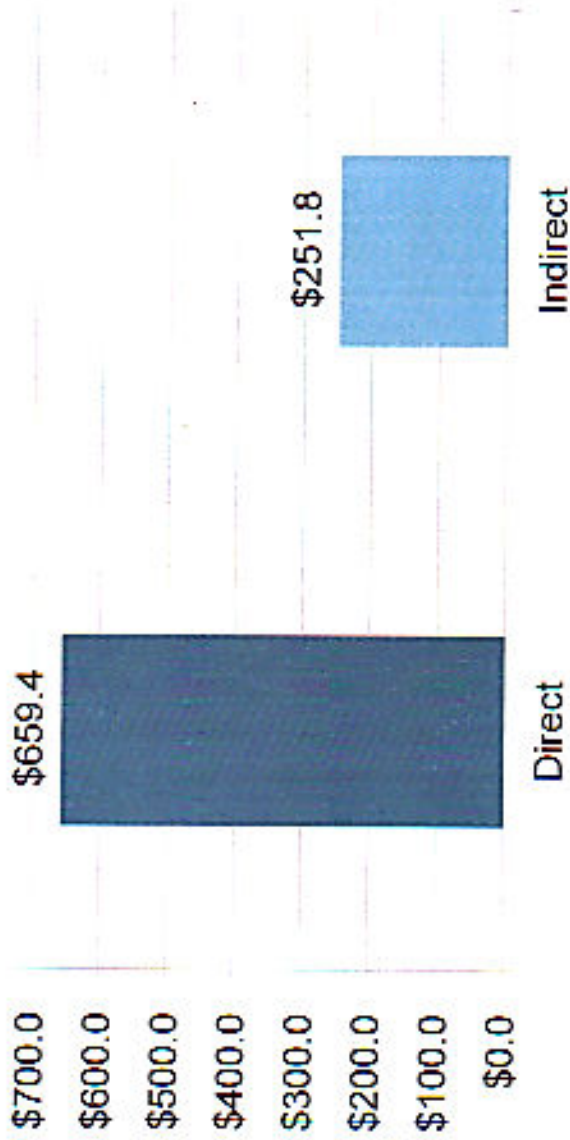


69,595
employees



Minnesota Impact

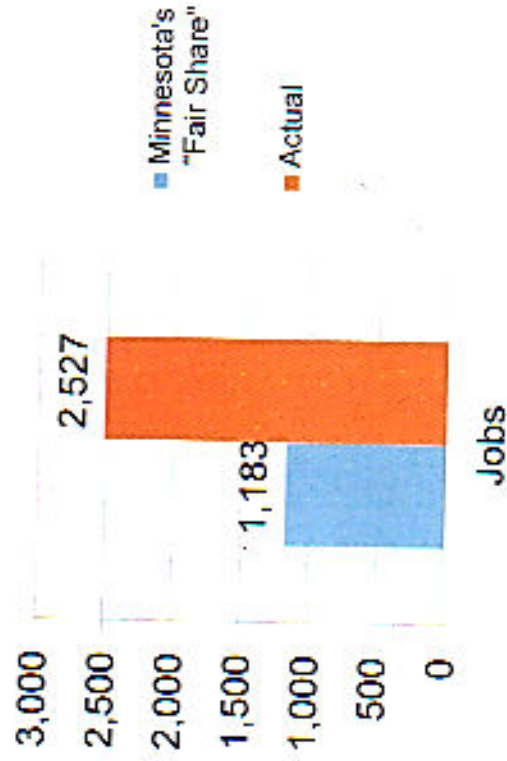
Economic Impact
(in millions)



2,527
employees

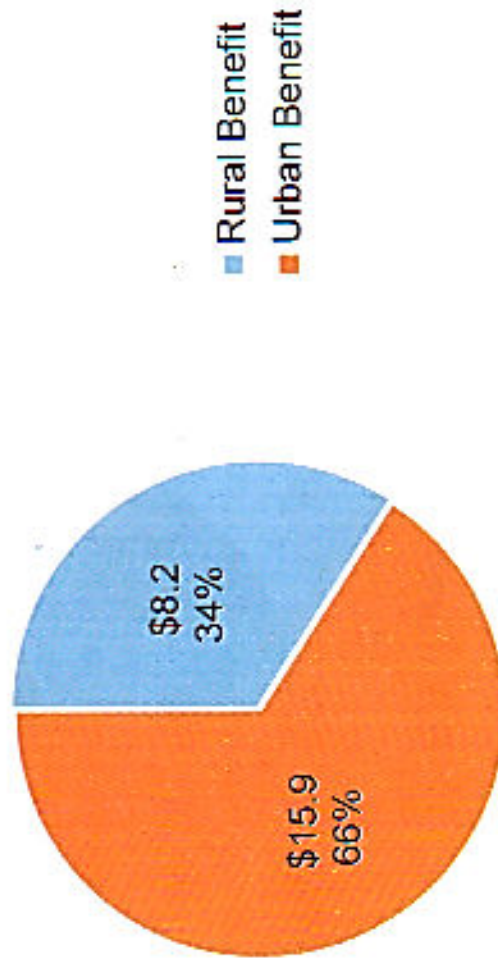


Minnesota Impact



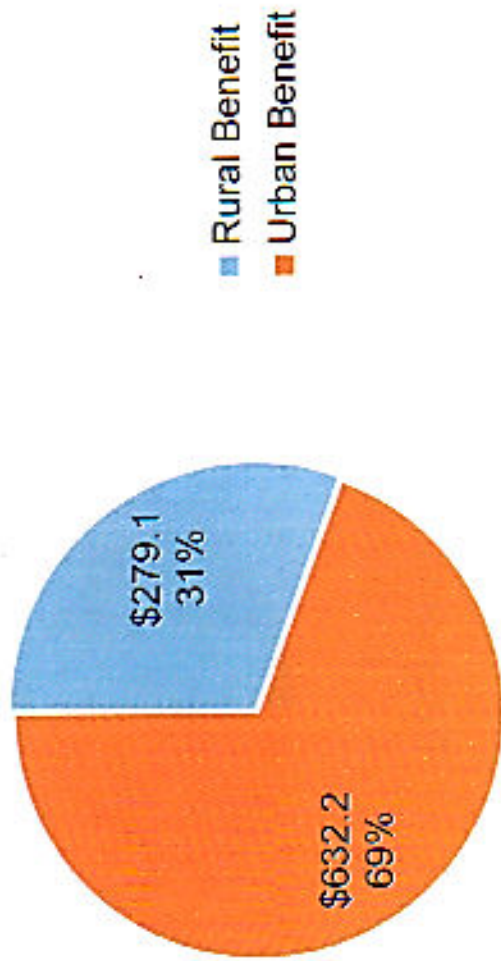
Rural vs. Urban

Economic Impact
(in billions)



Minnesota Rural vs. Urban

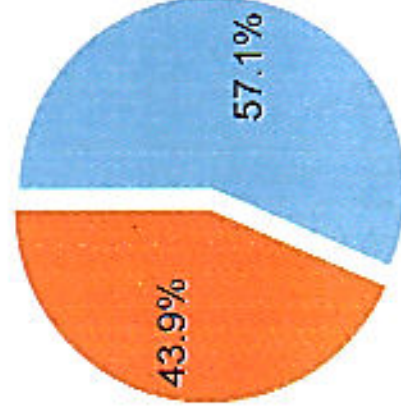
Economic Impact
(in billions)



Other Benefits (not included in analysis)

- Telemedicine
- Precision Farming
- Communication
- Manufacturing Processes
- Telecommute
- E-Commerce

Manufacturing Sales



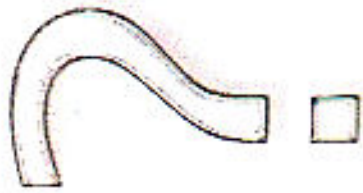
■ E-Commerce
■ Traditional



Summary

- Broadband is transforming our world. This study accounts for almost none of that value.
- Even measuring the economic impact in a very narrow, conservative way illustrates the incredible economic impact to Minnesota, though.
 - \$911.3 million
 - \$632.2 million to urban Minnesota
 - 2,527 jobs





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