



## Why Broadband is Crucial

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Even though over 70% of the world's internet traffic flows through the Northern parts of our Commonwealth, many rural areas have limited access to the internet. Limited access, throttling, and inflated cost have serious effects on education, business, and security. After recognizing that broadband is the foundation for the future, the Commonwealth passed new regulations that set enforced standards for each locality's broadband infrastructure. While next-gen broadband development is mandated, KCG recognizes that broadband will be the platform from which many locality's growth will build off of. Listed below are some of the areas that will be positively impacted by broadband development:

### Small Business Economy

Because small businesses are constantly in competition with large corporations, they need access to every tool that can set their services or products apart. Broadband development has a significant impact on their ability to conduct e-commerce, grow, use WIFI-based payment services, access documents and financial services, and train employees.

### Education

Over 60% of grade school homework is now done online. Educators have recognized that without access to the web, children are more likely to fall behind in school and be held back. For high school students, high-speed internet assists in the process of college applications or workforce training. Many students also take college online, and need access to fast internet.

### Smart Cities and Technology

While Smart Cities are still on the horizon, municipalities need to prepare for the IOT in order to stay ahead of the curve. Next-Gen broadband creates the foundation for the rest of these systems to grow off of. Localities should consider the functions of their broadband interface currently, and project their broadband needs for the future.

### Healthcare Infrastructure

Broadband and internet access have revolutionized the way medical care is provided. The more established a broadband network is, the more access doctors and patients have to systems like telemedicine, records sharing, and emergency care. Net-gen broadband will support current health infrastructure, and have a significant impact on health transitions to 21<sup>st</sup> Century medicine.