Broadband Adoption

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Broadband Adoption and Digital Literacy

Presentation to the
IAC
March 08, 2012

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Being connected is no longer a convenience; it is a necessity

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The digital divide is an **opportunity** divide

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- Economic Opportunities
- Educational Opportunities
- Healthcare, e-Gov, and Information Opportunities

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But, the U.S. home **adoption rate**

is only

68%

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elderly

Residents of Tribal Lands

minorities

low-income

100 million

Americans still without home access

people with disabilities

low-education

students

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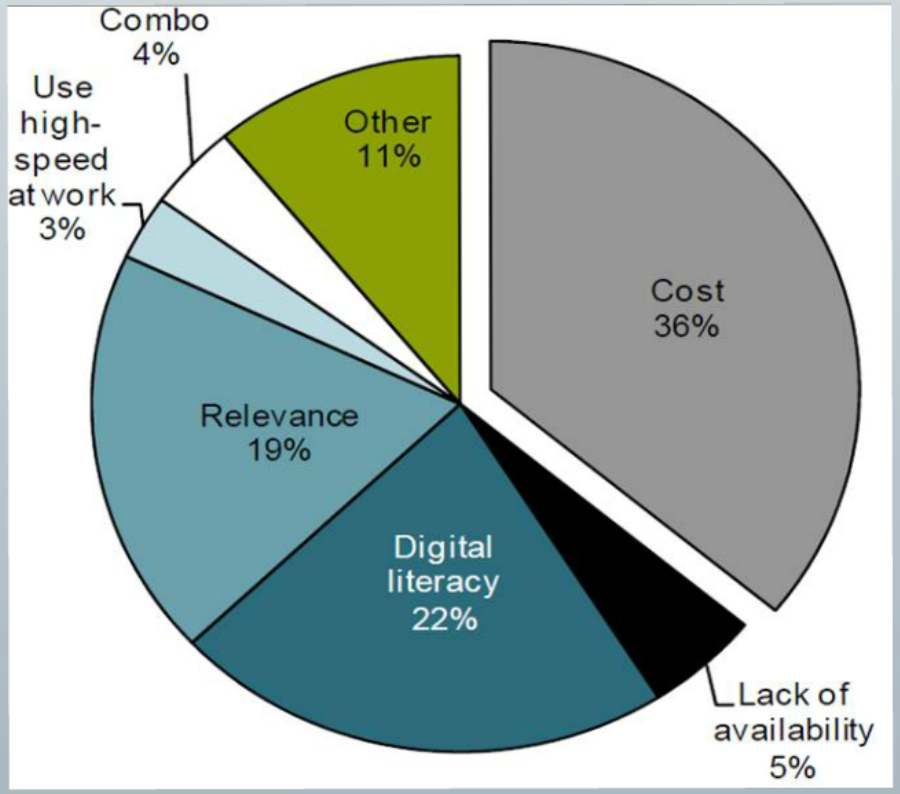
Reasons for non-adoption



Identified in National Broadband Plan research

1. Cost
2. Digital literacy
3. Relevancy

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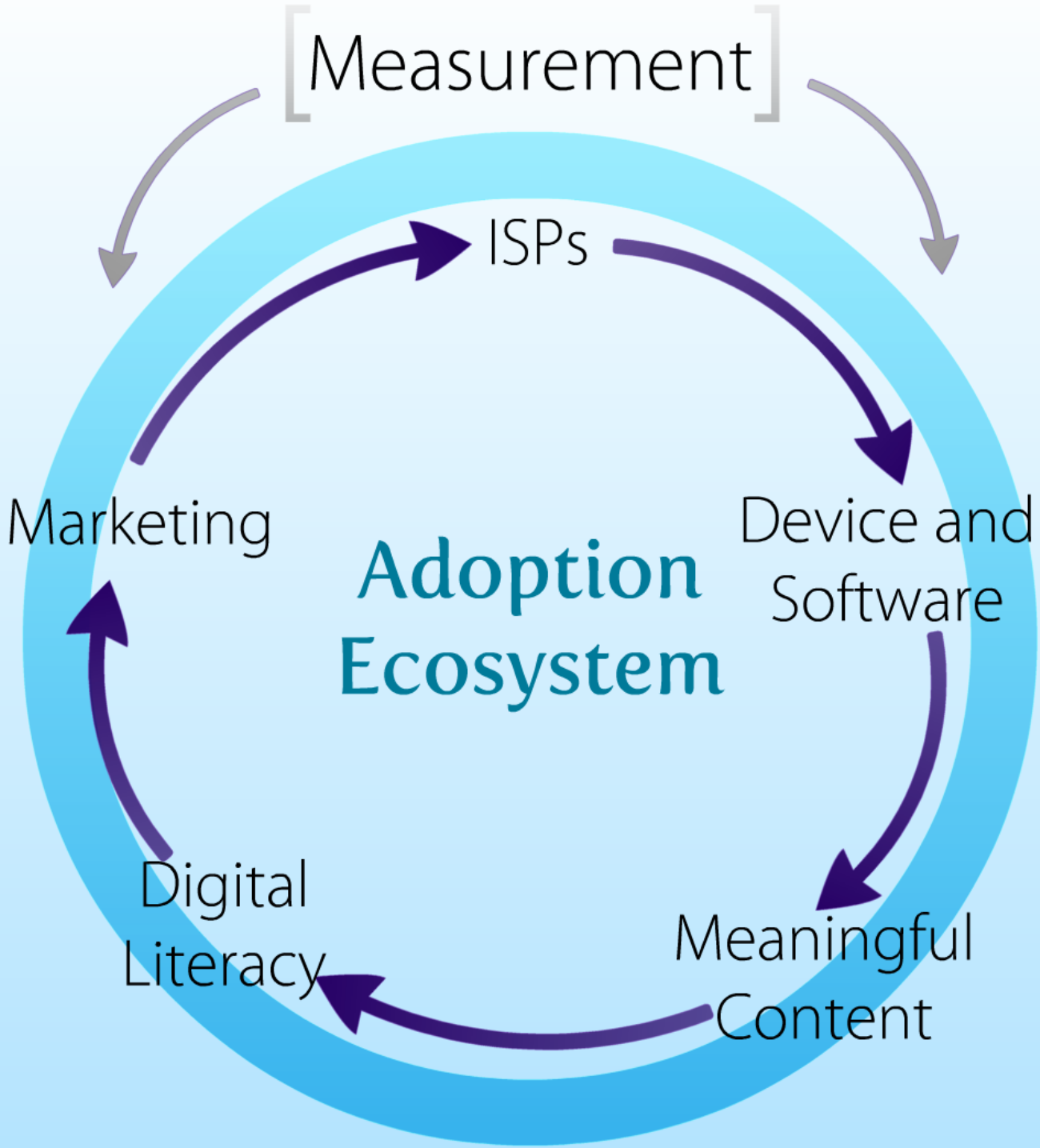
Measurement
ISPs
Device and Software
Meaningful Content
Digital Literacy
Marketing
Adoption Ecosystem

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Connect to Compete

- A new non-profit effort to connect all Americans to broadband
- Housed within One Economy
- Supported by a board of non-profit and industry leaders
- Initial focus: School Lunch Eligible Families

[www.connect2compete.org]

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Low-cost Broadband Internet

For families eligible for Free School Lunch

- Two years of $9.95 + tax broadband Internet, with no installation fees and a no- or low-cost modem rental fee
- Service area reaches all 50 states
- Minimum speed of 1 Mpbs; most ISPs will offer more
- Three-year sign-up window
- School Lunch families must not subscribe to broadband currently or owe payments to the ISP

  Participating ISPs include: BendBroadband, Bright House Networks, Cablevision, Charter, Comcast (via Internet Essentials), Cox Communications, Eagle Communications, GCI, Insight, Mediacom, Midcontinent, Sjoberg's Cable, Suddenlink, Time Warner Cable

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Low-cost Computers

I. Redemtech will offer a $150 + tax laptop or desktop. Offer includes:

- Corporate class specifications
  - Core 2 Duo processor
  - 2 GB Ram
  - 80 GB hard drive
  - DVD player
  - Wireless card
- Windows 7 Home Preimum and MS Office software suite
- 90 day warranty
- Phone tech support
- Family settings

II. Microsoft will offer new education laptops starting at $250.

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Digital Literacy

Best Buy: In-person basic digital literacy training beginning in 20 cities, including training the trainers, with plans to expand to additional communities.

Microsoft: Basic digital literacy training and advanced training including Microsoft Office, beginning in 15 states with plans to go natonwide. Includes a new online training portal.

Public libraries: Over 6,000 public libraries currently offer formal digital literacy classes.

- Formal training classes in 38% of the 16,600 public library locations
- About 50% in urban areas, but only 25% in rural areas

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In context of other adoption efforts

Lifeline Broadband Proposal

CenturyLink Internet Basics

Digital Literacy Corps Proposal

Connect America Fund

Comcast Internet Essentials

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Digital Literacy Corps Proposal

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Digital Literacy

- Digital literacy is the 21st Century skillset needed to use a computer and access the Internet
- Over 66 million Americans lack basic digital literacy skills
- Digital skills are key to finding and holding a job and can reduce the job skill mismatch

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Digital Literacy Corps Proposal

- FCC proposal to allocate $50 million from Universal Service Fund savings to support digital literacy trainers at libraries and schools
- There are 16,000 public library locations, but only 38% (~6,000) offer basic digital literacy classes and only 25% offer classes in rural America
- Potential goal to increase libraries with training programs to more than 60% (10,000 locations)

Comments Due: April 2
Reply Comments Due: May 1

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