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# Battling Obstacles and Creating Opportunities for Rural Broadband Deployment

### Shirley Bloomfield Chief Executive Officer, NTCA–The Rural Broadband Association

Thursday, February 22, 2018 USDA AgOutlook Forum





# Socialnomics 2018

- Over 50% of the world population is under 30.
- 53% of millennials would rather lose their sense of smell than their technology.
- By 2018, video will account for over 2/3 of mobile usage.
- 1 in 3 marriages start online.







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#### www.BuildBroadbandWithUs.com



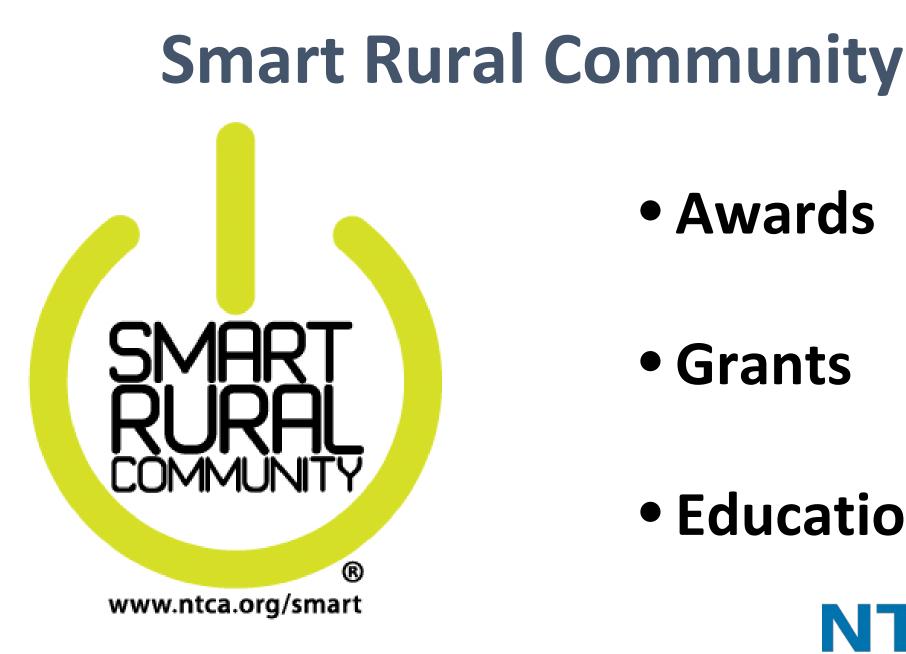
BECOME AN ADVOCAT



# GOT A GGP GET THIS.

Become a Certified Gig-Capable Provider with NTCA-The Rural Broadband Association to receive national recognition.

Visit www.ntca.org/GigCertified to get started!



Awards

• Grants

## Education







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#### building broadband

Broadband is an essential tool for many individuals, businesses, and anchor institutions. From simply checking email and websites to performing complex business tasks and using interactive video applications, broadband enables people across the United States and the world to connect with each other to sustain relationships and create new and exciting opportunities.

