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# Battling Obstacles and Creating Opportunities for Rural Broadband Deployment

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Chief Executive Officer,  
NTCA—The Rural Broadband Association

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USDA AgOutlook Forum



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# 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.

# # BuildBroadbandWithUs



LEARN MORE SHAREABLE CONTENT EVENTS CONTACT US **BECOME AN ADVOCATE**

Broadband is the  
Infrastructure  
of the  
21st Century

### Join the Movement

We are building a team of advocates to help spread awareness of the critical need for rural broadband infrastructure.

Can we count on you?

First Name Last Name

Email Zip Code

**COUNT ME IN**



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## Shareable Content



[www.BuildBroadbandWithUs.com](http://www.BuildBroadbandWithUs.com)





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

Visit [www.ntca.org/GigCertified](http://www.ntca.org/GigCertified) to get started!

# Smart Rural Community



[www.ntca.org/smart](http://www.ntca.org/smart)

- **Awards**
- **Grants**
- **Education**



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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.

