



CTIA-The Wireless Association®
December 9, 2008

“As we renew our schools and highways, we’ll also renew our information superhighway. It is unacceptable that the United States ranks 15th in the world in broadband adoption. Here, in the country that invented the internet, every child should have the chance to get online, and they’ll get that chance when I’m President – because that’s how we’ll strengthen America’s competitiveness in the world.” December 6, 2008 Weekly Address From President-Elect Obama

CTIA-The Wireless Association® and its more than 200 member companies – facilities based service providers, the world’s leading handset manufacturers, global infrastructure providers, ISPs, content and entertainment companies – will assist the new Administration in its efforts to harness the power of wireless broadband technology to address the major issues facing America.

Wireless is a Vital Component of the Broadband and Infrastructure Equation

- **Delivering Broadband to the Person**
 - Users earning \$20k-\$40k typically access mobile data applications more than users earning over \$100k.
 - Wireless broadband connects the rural and urban poor and Americans with disabilities to the Internet, providing millions of Americans with economic and life-enhancing opportunities.
 - 90% of Hispanic, 79% of African American, and 73% of White wireless users have used wireless mobile data applications.
 - The United States has more than 266 million subscribers that use >2.1 trillion minutes annually.
 - 3G wireless broadband services are available to 92% of Americans.
 - From June 2006-June 2007, 68% of new broadband subscriptions were wireless.
 - The United States has the lowest wireless revenue per minute, has the highest minutes of use per month, and is the most efficient user of licensed spectrum among the top-ten OECD countries.
- **Enabling Vital Broadband Applications**
 - Wireless broadband is spawning a cascading wave of cost-effective, innovative solutions in healthcare, education, energy, and transportation. For example, in 2005, productivity improvements due to use of mobile broadband across the U.S. health care industry were worth almost \$6.9 billion. By 2016, that number is estimated to be \$27.2 billion.
- **Enhancing Personal and Public Safety**
 - With tools like Wireless AMBER Alerts and E-911, wireless technology helps keep Americans safe. The technologies and devices also arm America’s first responders with the 21st century tools they need to more effectively protect and serve the public.
- **Creating Jobs and Economic Opportunity**
 - Direct wireless carrier employment is >267,000 people, growing 6% year-over-year for the last four years.
 - More than 2.4 million American jobs depend directly or indirectly on the U.S. wireless industry.
 - The wireless industry is projected to generate \$860 billion in productivity gains between 2007 and 2016.
 - Small businesses rely on wireless broadband technology and devices to more efficiently and effectively compete with larger enterprises.
- **Investing in a Next Generation National Broadband Infrastructure**
 - More than 220,472 cell sites nationwide, with tens of thousands more needed for 3G and 4G networks.
 - Wireless carriers invest approximately \$24.5 billion/year to upgrade networks (this excludes the money spent to acquire spectrum at auction – more than \$33 billion to the US Treasury in the last two auctions).

Facilitating the Wireless Contribution to the Obama Administration’s Broadband and Infrastructure Goals

- **Identifying and allocating additional spectrum** for mobile broadband services: Licensed Spectrum = Broadband.
- **Removing roadblocks** to deployment of towers and other wireless infrastructure.
- **Maintaining consistent, reasonable, and transparent regulations.**
- **Eliminating discriminatory and regressive taxes and fees** that make wireless services more expensive.
- **Modernizing universal service policies** to encourage deployment of efficient broadband technologies in rural America and make broadband more accessible to all Americans.