

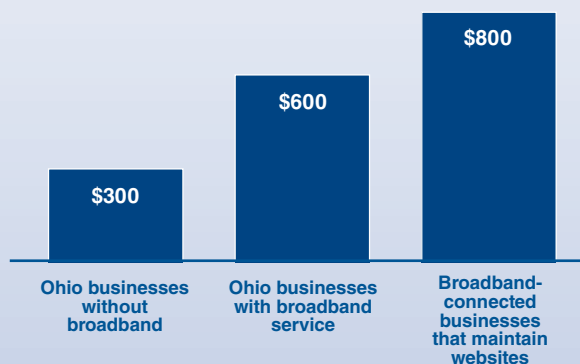


Technology Trends: Ohio

Connect Ohio:

- Conducts extensive research and provides mapping and other tools to better understand and bridge the digital divide
- Builds public-private partnerships to ensure that every Ohio citizen and business has affordable access to broadband technology and its benefits
- Forms local leadership teams and leads a formal assessment and project management process
- Develops innovative programs to increase adoption of broadband technology

Broadband enables Ohio businesses to grow Median Annual Company Revenue (\$000)



Broadband is creating a competitive edge for Ohio businesses. Broadband-connected businesses averaged annual revenues of \$600,000 and among those that also maintain websites revenues averaged \$800,000. This compares with average revenues of businesses without broadband of only \$300,000.

Economic IMPACT

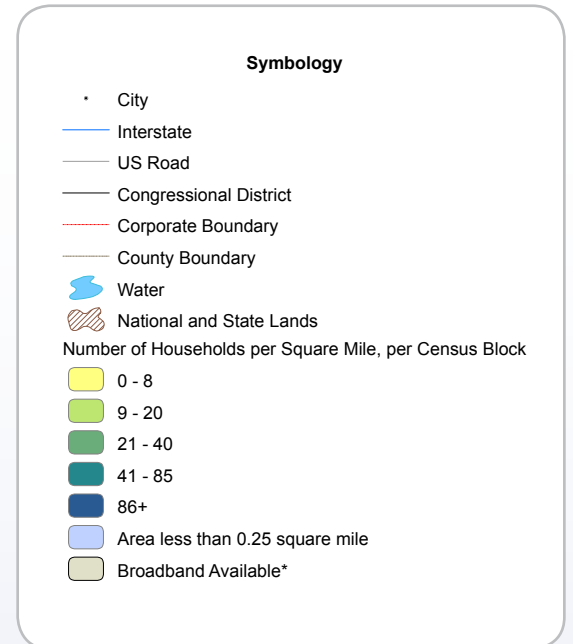
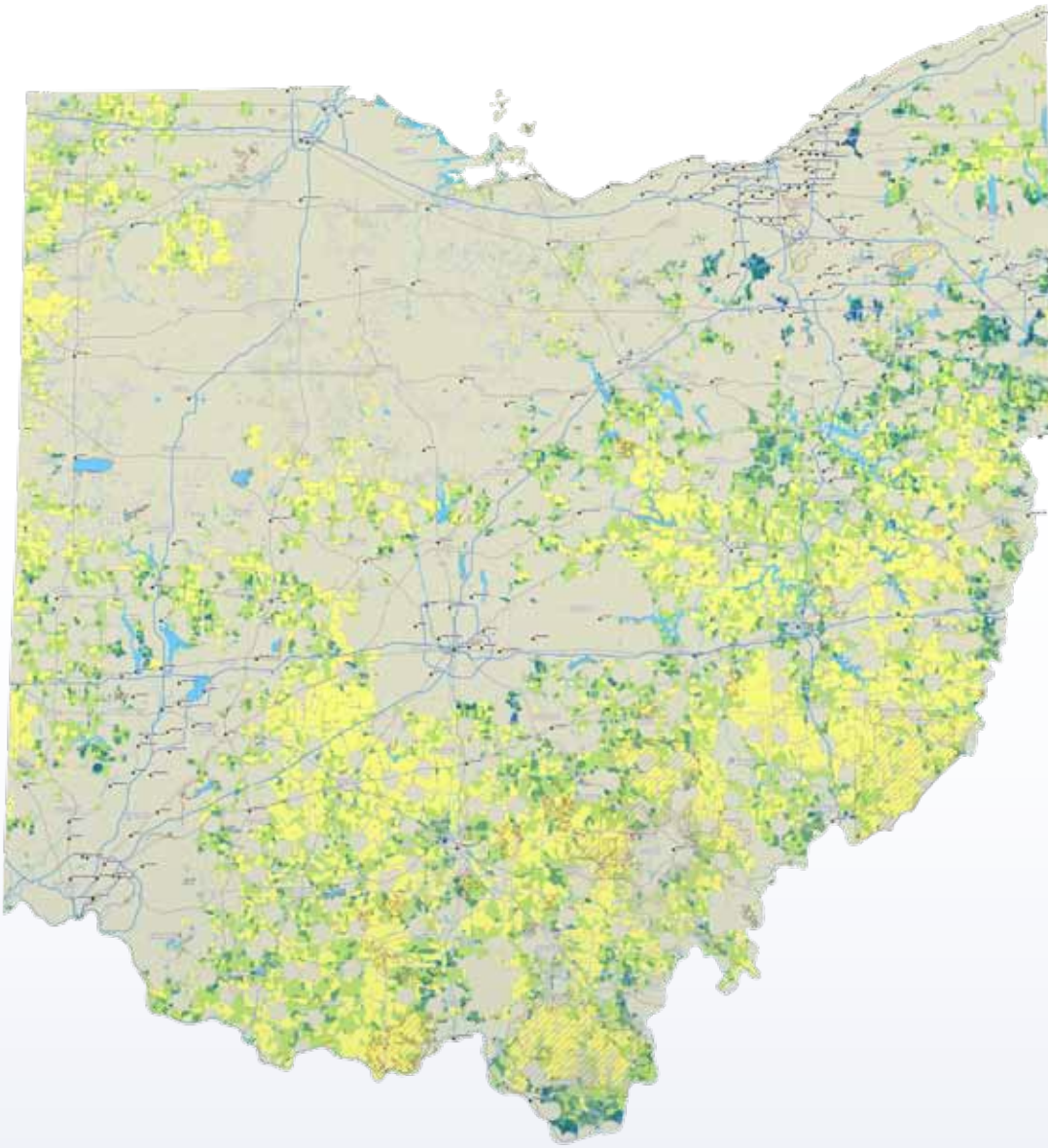
Just a seven percent point increase in broadband adoption across Ohio could result in:

- More jobs: An additional **96,000 jobs** per year created or saved worth about **\$3.6 billion**
- Reduced health care costs: About **\$25.4 million** saved annually
- Fewer miles driven by Ohioans: Savings of **\$248 million** a year
- Cleaner air: About **126 million** fewer lbs. of CO₂ emissions annually across the district
- Better access to goods and services: A savings of **144 million hours** a year from accessing broadband at home, worth nearly **\$1.3 billion** annually
- Total direct economic impact: **\$5.2 billion** annually by accelerating broadband across Ohio

**Source: 2008 Connect Ohio Residential and Business Technology Assessments.*

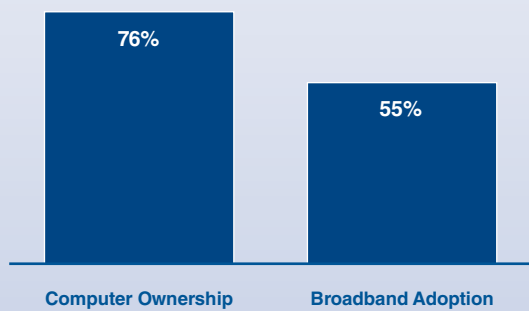
Broadband Coverage

With household density of unserved areas
Ohio



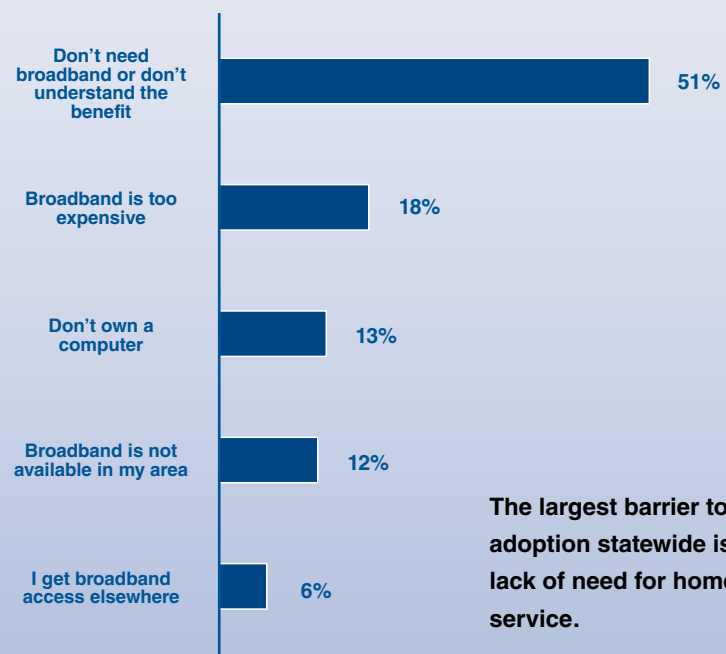
Barriers to adoption

Percent of Technology Adoption Among Ohio Residents



More than three out of four Ohio residents own a computer and more than one-half subscribe to home broadband service.

Barriers to Broadband Adoption



The largest barrier to broadband adoption statewide is the perceived lack of need for home broadband service.

Connect Ohio has worked with broadband providers throughout the State to identify the gaps in broadband service - the first step in a statewide effort to "fill the gaps" for 100% broadband availability.

The representations contained herein are for informational purposes only. Best efforts are undertaken to insure the correctness and accuracy of this information. However, all warranties regarding the accuracy of this map and any representations or inferences derived therefrom are hereby expressly disclaimed. Connect Ohio and its partners neither assume nor accept any liability for the accuracy of these data. Those relying upon this information assume the risk of loss exclusively for any potential inaccuracy. All errors and omissions brought to the attention of Connect Ohio will be promptly corrected. This map does not depict satellite broadband service.

TOM FRITZ
Executive Director

Office: 614-220-0190
Toll-Free: 866-881-9424
Mobile: 614-214-5422

tfritz@connectohio.org
www.connectohio.org

232 North Third Street, Suite 201 • Columbus, OH 43215