



IIA: Broadband Empowers Our Small Businesses

Broadband Internet is no longer a luxury, it's a necessity

After reviewing the business plans for the proposed combination of AT&T and T-Mobile, submissions made to the Federal Communications Commission, analyses by experts in technology and finance, and assessments by community leaders, the Internet Innovation Alliance believes this deal is a winner for small businesses. We see the following benefits likely to result:

Small Businesses and the Combination of AT&T and T-Mobile

- Broadband access helps to put Americans in touch with online medical resources that can save an estimated \$670 per household per year in healthcare costs.¹
- Combining the strengths of AT&T and T-Mobile will allow access to broadband technologies for communities that don't currently have it.
- Enabling more small businesses to access next generation wireless broadband will encourage job creation, investment, and innovation.
- An expansion in wireless broadband coverage will help boost the economy, as new technologies grow and enhance new and existing businesses.
- Access to high-speed Internet is a game changer for small businesses: it connects them to markets around the world, allowing them to compete no matter where they are based.

The Benefits of Broadband for Small Business

- Small businesses generate 60 percent of all new jobs in the U.S., and minority-owned and small businesses account for more than 50 percent of the two million businesses started in the U.S. over the past decade.²
- Small and medium-sized businesses are more likely to use mobile broadband than larger enterprises, and they tend to get a bigger boost from mobile technology.³
- Broadband provides small businesses an affordable means for training employees, as well as improved access to suppliers and faster outreach to potential and existing customers.

¹ The Benton Foundation, benton.org, Accessed 5/17/11

² Matt Warner, "Opportunities For Disadvantaged Businesses," [Federal Communications Commission](http://www.fcc.gov), 10/6/09; Federal Communications Commission, [NBP Public Notice # 9](http://www.fcc.gov), 9/28/09

³ Joe Mullich, "Running A Mobile Small Business," [The Wall Street Journal](http://www.wsj.com), Accessed 4/6/11

- Broadband directly links new technology to economic growth, creating 2.4 million jobs with a 7% increase in adoption, according to a Connected Nation study.⁴
- Broadband currently supports more than 20,000 Internet-based small businesses.⁵
- The Internet gives small businesses access to specialty equipment from across the world that would be difficult to find without the Web.

About IIA

The Internet Innovation Alliance is a broad-based coalition supporting broadband availability and access for all Americans including underserved and rural communities. It aims to ensure every American, regardless of race, income or geography, has access to this critical tool. The IIA seeks to promote public policies that leverage the power of entrepreneurs and the market to achieve universal broadband availability and adoption. For more information about the IIA and its members, please visit www.internetinnovation.org.

⁴ Connected Nation, "The Economic Impact Of Stimulating Broadband Nationally," [Executive Summary](#), 2/21/08

⁵ Hamilton Consultants, John Quelch and John Deighton, "Economic Value Of The Advertising-Supported Internet Ecosystem," www.iab.net, 6/10/09