



Connected Tennessee Launches Cutting-Edge Interactive Broadband Mapping Tool

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BroadbandStat Goes Live on Connected Tennessee Website

Nashville, TN – Connected Tennessee launched today a new interactive mapping tool for viewing, analyzing, and validating broadband data available via the Connected Tennessee website at www.connectedtn.org.

Called BroadbandStat, the new interactive mapping platform is a multi-functional, user-friendly way for local leaders, policymakers, consumers, and technology providers to devise a plan for the expansion and adoption of broadband. BroadbandStat uses geographic information system (GIS) technology to enable a user to build and evaluate broadband expansion scenarios that incorporate data such as education and population demographics, current broadband availability, and speeds and research about adoption barriers. Results are displayed on a Web-based interactive map. The broadband-related data can be used for grant writing, broadband investment, economic development, and it gives the public the ability to find information about broadband providers down to the street level.

“BroadbandStat is literally going to change the face of broadband expansion in Tennessee,” remarked Michael Ramage, executive director of Connected Tennessee. “Providers and citizens alike will now have a crystal-clear picture of exactly where broadband exists and where it does not, with exhaustive information and intricate detail. We feel that BroadbandStat puts Tennessee at an advantage over other states in the arena of broadband expansion; however, this is just the first step in the mapping process. We invite providers across the state to participate in the process by submitting their data for inclusion and citizens to validate the accuracy of the coverage in their area in order for us to paint the most precise picture of broadband availability possible.”

For Bob Mayfield, managing partner of Electronic Communications Systems, a small broadband provider in west Tennessee, the new tool will be extremely helpful as his company plans further coverage.

“BroadbandStat is a very important tool,” Mayfield said. “For providers to be able to look at the market as we are developing our business plans — to see where broadband exists and where the demand is — this is the best thing that’s come out in a while.”

Daryl Phillips, executive director of the Hickman County Department of Economic and Community Development (ECD), agreed.

“Five years ago, we had local business owners that couldn't decide where to locate within the county because they didn't have access to this kind of detailed information,” Phillips said. “Now, business and industry can use this tool for relocation decisions, home buyers can use this while shopping for a home and government and ECD can use it for planning purposes. BroadbandStat gives Tennessee an advantage over other states.”

On December 22, 2009, The U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) awarded Connected Tennessee \$1.8 million in federal funding for broadband mapping and planning in an effort to increase the availability and use of high-speed Internet service in the state. As this data is gathered it will be updated and displayed on the BroadbandStat application.

BroadbandStat was developed by Connected Tennessee's parent company, Connected Nation, in conjunction with ESRI, a market leader in GIS software. Twelve U.S. states and the territory of Puerto Rico will be using BroadbandStat to organize the results of data they are currently collecting on available broadband services. This activity is supported by State Broadband Data and Development Grant Program funds that are made available through the NTIA and the American Recovery and Reinvestment Act of 2009 for improving broadband accessibility across the nation.

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Related Links:

Press release: [Connected Tennessee Debuts Latest Innovation in Broadband Mapping on Capitol Hill](#)

Press Release: [Tennessee Awarded ARRA Funding for Broadband](#)

[BroadbandStat fact sheet](#)

About Connected Tennessee: *As a public-private partnership, Connected Tennessee partners with technology-minded businesses, government entities and universities to accelerate technology in the state. The work of Connected Tennessee is made possible by support from the Tennessee Department of Economic and Community Development. For more information about what Connected Tennessee is doing to accelerate technology in Tennessee's communities, visit www.connectedtn.org.*