



CONSULTING

www.gvnw.com

Better Thinking.  
Better Results.

g-point

ISSUE: # 10-10

DATED: 06/11/10

### VERIZON'S LTE IN RURAL AMERICA

There has been a great deal of attention in the press recently about Verizon Wireless' LTE in Rural America Program, through which Verizon hopes to extend its fourth generation (4G) wireless coverage to the entire lower 48 states and Hawaii. Today, Verizon's third generation (3G) network covers some 90% of the population of those areas, and they expect to have that territory converted to 4G by the end of 2013. That will leave some 30 million people uncovered (and a very large percentage of the land area), and under increasing pressure from the FCC and the U.S. Congress to make more effective use of available spectrum for broadband services, Verizon has decided to work with rural telecommunications providers to provide 4G service to those remaining uncovered areas.

In our conversations with Verizon, we have learned that the program is only in its infancy, and the manager of the program, who assumed the position only this week, will be responsible for developing the details of the business model and relationships with the rural providers. GVNW has been told that the program will not happen overnight - they want to ensure that details of the program are well thought out to meet the needs of both Verizon and its rural partners.

What we know so far is that Verizon's focus will be on providing 4G services using its national "C" block 700 MHz spectrum, which has very good propagation characteristics for far-reaching rural territory. Generally, Verizon will provide use of its spectrum and core network and technical resources, and look to the rural carriers to provide backhaul facilities and tower space, an ideal fit for companies that have built fiber networks in their regions. Some limited additional information may be found on Verizon's LTE in Rural America microsite, <http://aboutus.vzw.com/rural/Overview.html>.

Obviously there are many outstanding questions on network requirements, capital costs, whether there will be a long-term relationship with Verizon, data roaming, future landline network integration opportunities, and countless other issues. Verizon plans to provide additional information and hold meetings with rural carriers in the coming months and GVNW will actively participate on behalf of its clients. We also strongly encourage those of you that think this program may provide an opportunity for your company, to email Philip Junker at Verizon with the information requested on their contact page, <http://aboutus.vzw.com/rural/Contact.html>. That will make Verizon aware of your interest and allow them to provide you additional information as it is available. Your ideas will also be considered as the details of the program are developed.

#### MIDWEST DIVISION

2270 La Montana Way  
Colorado Springs, CO 80918  
719-594-5800

3220 Pleasant Run  
Springfield, IL 62711  
217-698-2700

#### WESTERN DIVISION

8050 SW Warm Springs St.  
Ste. 200  
Tualatin, OR 97062  
503-612-4400

#### SOUTHWEST DIVISION

1001 Water St., Ste. A-100  
Kerrville, TX 78028  
830-896-5200



CONSULTING

www.gvnw.com

**MIDWEST  
DIVISION**

2270 La Montana Way  
Colorado Springs, CO 80918  
719-594-5800

3220 Pleasant Run  
Springfield, IL 62711  
217-698-2700

---

**WESTERN  
DIVISION**

8050 SW Warm Springs St.  
Ste. 200  
Tualatin, OR 97062  
503-612-4400

---

**SOUTHWEST  
DIVISION**

1001 Water St., Ste. A-100  
Kerrville, TX 78028  
830-896-5200

*Better Thinking.  
Better Results.*

# g-point

When you do notify Verizon of your interest in the program, we encourage you to also let GVNW know, so that we can continue to provide you with new information as it becomes available. Also, if you prefer, we can serve as your main contact point with Verizon.

GVNW can assist you in analysis, negotiation, and implementation of the LTE in Rural America program in your territory. If you have questions, or would like to discuss this further, please contact Jim Thoreen at (830) 896-5200, email [jthoreen@gvnw.com](mailto:jthoreen@gvnw.com), or call your GVNW consultant.