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To: bead@ntia.gov

Subject: Why should the NTIA choose Starlink for rural broadband internet connectivity?

The NTIA's consideration of Starlink for rural broadband internet connectivity can be justified by several advantages that Starlink offers, based on general knowledge up to August 2024 and insights from various sources:

- * **Rapid Deployment:** Unlike traditional broadband infrastructure which requires extensive physical infrastructure like cables or fiber, Starlink uses satellite technology. This allows for quicker deployment in remote and rural areas where laying fiber or other terrestrial solutions might be logistically challenging or cost-prohibitive.
- * **Cost Efficiency:** Starlink's model potentially offers a more cost-effective solution for providing broadband to rural areas. The cost per location for internet service through satellite can be significantly lower than traditional methods, especially when considering the infrastructure costs over time.
- * **High-Speed and Low Latency:** Starlink promises high-speed internet with low latency due to its constellation of low Earth orbit (LEO) satellites. This performance is crucial for modern applications like video conferencing, online education, telemedicine, which are increasingly important in rural areas.
- * **Flexibility and Scalability:** Starlink's service can be scaled up or down relatively easily by launching more satellites or adjusting ground station capabilities. This scalability can adapt to increasing demand or expand coverage without the need for extensive new infrastructure.
- * **No Geographic Limitations:** Traditional internet services might struggle with geographical barriers like mountains or vast distances. Starlink, being satellite-based, bypasses these issues, providing service where terrestrial solutions might fail.
- * **Innovation and Continuous Improvement:** SpaceX, the company behind Starlink, has shown a commitment to innovation, continuously updating its technology. This includes software updates for existing hardware, which could mean better service over time without the need for physical upgrades in rural areas.
- * **Competitive Market Influence:** The introduction of Starlink into rural markets could pressure existing providers to improve their services or reduce prices, benefiting consumers through increased competition.
- * **Emergency and Disaster Response:** Starlink's ability to provide internet access quickly in disaster-stricken areas where traditional infrastructure might be damaged or destroyed has been demonstrated, showing its utility beyond just rural connectivity.
- * **User-Friendly and Portable:** Starlink's setup is relatively straightforward, and its portability

(with services like Starlink Roam) can be beneficial for rural users who might move seasonally or live in areas with temporary residences.

* Support for Digital Inclusion: By providing internet to underserved rural areas, Starlink supports broader digital inclusion initiatives, which aligns with governmental goals like those of the NTIA to bridge the digital divide.

I think Starlink could be an attractive option for the NTIA.

Sincerely,
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