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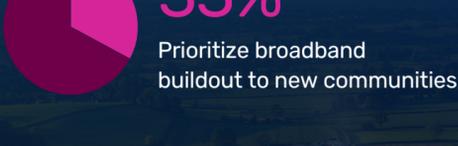
Closing the Digital Divide in 2024

New Entrants and Funding Spur Progress, But IPv4 Exhaustion is Still an Issue

Rural ISPs are focused on growth and business is booming

33% Prioritize broadband buildout to new communities

29% Prioritize sustaining business growth

79% Are growing 3–20%

35% Are growing 10%+

It's a big market with diverse players

- Utilities and electric co-ops
- Wireless ISPs (WISPs)
- Municipal broadband operators
- Tribal communities
- Public-private partnerships
- Wireline/FTTH ISPs

Funding is flowing

$65 Billion — Infrastructure and Jobs Act

$42.5B — Broadband Equity, Access, and Deployment (BEAD)

$1B — Middle Mile Grants (MMG)

$20.4B — Rural Digital Opportunity Fund (RDOF)

$10.4B — American Rescue Plan of 2021

$1.44B* — USDA ReConnect Program *Awarded to Date

Connectivity is spreading

72 Million — U.S. households and businesses already passed by fiber

113 Million — total by 2030, inc. 27 million served by rural ISPs

17 – 18% — Tier 3 ISPs account for 17 – 18% of total FTTH connectivity

As rural ISPs deploy a diverse mix of access technologies

Access Technology	Percentage
Fiber to the Home	66%
Wireline/DSL	44%
Fixed Wireless	42%
Mobile/Cellular	24%
Other	8%

But, what about IP addresses?

- "Free" IPv4 addresses have been fully allocated
- Market prices for IPv4 run up to $600,000 per 10,000 subs
- Price volatility poses significant investment risk
- Uncertainty about IPv4 availability adds investment risk

And what about the inevitable transition to IPv6?

v4 → v6

39% Only 39% of U.S. ISPs have a plan for IPv6

27% Only 27% hope to transition within 2 years

IPv4/IPv6 coexistence is essential—and potentially costly

IPv6 migration worries are keeping rural ISPs up at night

44% lack of resources or expertise

43% service disruptions to subscribers

44% costly equipment replacements

CGNAT Can Help

- **v4** Share each existing IPv4 addresses across 64+ subscribers
- IPv4-IPv6 translation capabilities for cost-effective coexistence
- Reduce IPv4 acquisition costs up to 80%
- Proven in widespread adoption worldwide

Learn how CGNAT enables sustainable growth for rural ISPs

Learn more in the A10 Networks survey report, "Insights 2024: Rural Broadband Sustainability."

Download Free Report

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