

## Public Notice Submission

**Provider Name:** Madison County Telephone Company, Inc.

**Summary:** Madison County Telephone, purchased in 1957 by the Shrum family, serves over 3500 lines in 4 exchanges in Madison County which is in the northwest corner of Arkansas. Madison County Telephone serves a predominantly rural economic base centered on agriculture and timber. Madison County Telephone has been at the forefront in bringing new technologies to its customers. Madison County Telephone has been an innovator in deploying the latest technologies such as the conversion from digital switch equipment to digital soft switches. Madison County is also an innovator when it comes to the deployment of broadband technologies and the infrastructure to support these technologies. Madison County has concentrated its infrastructure construction projects on deploying fiber to the node and in a lot of areas, fiber to the curb. These projects, financed through the Rural Utilities Service programs, have allowed Madison County Telephone to meet their goal of providing their customers broadband needs. Currently Madison County Telephone is providing broadband connection at speed that range from 3 meg to 10meg download in their service area. In addition to Madison County Telephone's assurance to provide such an aggressive allocation of bandwidth to its customers, Madison County Telephone has also built a gig transport service. In addition to these gig transport services, Madison County Telephone has also acquired first mile commitments to support these services.

Madison County Telephone Company demonstrates that it provides broadband service throughout its entire service area located in Arkansas, which is included in the proposed funded Service Area in some BTOP applications and that Madison County Telephone's service area is not unserved or underserved. 100% of the households in Madison County Telephone's service area are able to readily subscribe upon request to facilities-based, terrestrial broadband services at a minimum transmission speed of greater than 768 kbps downstream and 200 kbps upstream from Madison County Telephone; 100% of the households in Madison County Telephone's service area have access to facilities-based, terrestrial broadband service at greater than the minimum broadband transmission speed as set forth in the definition of broadband; Madison County Telephone advertises broadband service at broadband transmission speeds of at least 5 megabits per second downstream throughout its service area; and the rate of broadband subscribership in Madison County Telephone's service area is greater than 50 percent of households. Based on the foregoing, Madison County Telephone Company has demonstrated that all claims that the proposed funded service area which overlaps Madison County Telephone's service area is [unserved/underserved] is not correct. Further, because 100% of households in Madison County Telephone's service area are able to readily subscribe upon request to facilities-based, terrestrial broadband services at a minimum transmission speed of greater than 768 kbps downstream and 200 kbps upstream from Madison County Telephone, the proposed funded service area that overlaps Madison County Telephone's service area is not underserved.