



To drive innovation in Birmingham, focus on connectivity

We live in a world where connectivity is an absolute necessity. With more than [275 million smartphone](#) users in the US, and with up to [25 internet-connected](#) devices in the average American home, it's safe to say that reliable internet is no longer a luxury, but indispensable. Society's expectations for our wireless devices goes beyond texting, calling, and surfing. Smartphone and mobile devices are used for everything from securing a safe ride home, to socializing with friends, to using touchless payments, to working from home, and more – and we expect it all to work in an instant.

Even the best smart devices are only as good as their network. Livestreaming events we don't want to miss, navigating directions using GPS, and checking in with loved ones from anywhere all require a network of communications infrastructure. To fulfill this need, [Crown Castle](#) is building the 5G framework that will meet these connectivity needs. As a Birmingham Business Alliance member and the nation's largest provider of shared communications infrastructure, Crown Castle is proud to help deliver fast, reliable connectivity throughout Metropolitan Birmingham and beyond.

The movement from 3G to 4G meant an explosion of mobile internet use, as users created more and more data with every swipe of their finger. After all, [according to an Ericsson Mobility Report](#), smartphones generate about 97 percent of mobile data traffic, with video accounting for nearly 70 percent of that traffic. Now, we need to upgrade from 4G to 5G to meet the ever-growing data demand created by modern American life.

To achieve this level of connectivity anywhere, anytime, 5G communications infrastructure must be built in every community. Not only will the buildout of next gen wireless networks create more jobs in Birmingham, but 5G will unlock innovations in nearly every industry in ways we can't even understand just yet. And with Birmingham in the [top ten fastest growing](#) smaller cities for entrepreneurs, that connectivity is more important than ever.

With an estimated [three billion 5G](#) subscriptions worldwide by 2025, demand is skyrocketing for the reliable, ultra-fast connectivity this technology will bring, and innovation along with it. This will empower and support other industries, like grocery and food delivery services, which gained a massive audience because of the connectivity that brings together drivers, retailers, and consumers. We're seeing that here in Birmingham as well.

There are 17 billion connected machines today, [7 billion of which are Internet of Things \(IoT\) devices](#) – and that's expected to triple in the next three years to 21 billion IoT devices. Ensuring these devices work everywhere, every time means 5G is at the center of all our lives, even if we don't realize it. By working together to build, maintain, and improve these revolutionary 5G capabilities in Birmingham, everyone can benefit from faster, more reliable internet whenever and wherever it's needed.

The Birmingham Business Alliance proudly supports businesses large and small – and Crown Castle is proud to be one of them. Over the past two decades, we've invested \$40 billion across the nation in shared communications infrastructure that makes possible both today's networks and the next generation of wireless. We have a lot more work to do here in Birmingham and Alabama, as your partner in not only meeting the demand for data, but driving innovation for the future.

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