

"Welsh Government*: The Broadband Support Scheme ... is technology neutral and we do not favour any particular type of technology, ... types of broadband solutions that could be supported include:

- A broadband satellite connection installed for your home or business
- A community purchasing a 'larger scale' satellite connection which is distributed around the village by a small wireless network"

* <http://wales.gov.uk/topics/businessandeconomy/broadbandandict/broadband/bbss/howtoapply/?lang=en>

Satellite Broadband

■ **A fast solution:** satellites already cover rural and remote EU communities, all that is required is the delivery of ground equipment to those in need

■ **An immediate and sustainable boost** to the competitiveness of rural businesses leading to a permanent economic transformation of rural areas

■ **An immediate transfusion** of purchasing power into rural communities

■ **Increased demand for rural SME's** which install the **connections**, leading to expansion with skilled jobs as the basis for future business and economic growth

■ **Improved access** to eGovernment services and enhanced civil protection systems



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Case Studies

Romania

RARTEL, subsidiary of **Telespazio**, a Finmeccanica / Thales Company, implemented more than 100 satellite telecommunication access points in villages spread in the rural areas all around Romania. The project, developed with the National Authority for Communications, supported the implementation of the Universal Telecommunication Service. Satellite terminals provide access to telecenters equipped with computers for Internet access, telephones and fax for normal and emergency communications. Telecenters are usually located in public premises, like municipalities, schools, post offices, police.

Population and Institutions have been offered basic access to telecommunication services (voice and fax), as well as Internet access, very much appreciated by students.

"More than 17.000 children living in the communities where the telecenters have been installed, starting from today, can have access to modern technology and through this, to vital information" declared Dan Georgescu, President of the National Authority for Telecommunications.

Spain

Following a cooperation agreement signed between the **Spanish Ministry of Agriculture**, the Spanish Federation of Municipalities and RED.ES, **HISPASAT** and its partner **British Telecom** signed a contract in 2005 with the Spanish Government to provide internet access to agriculture and rural areas in the frame of the Spanish program "Rural Internet".

HISPASAT installed and operated more than 1500 terminals in Spain providing service to more than 100,000 citizens in rural areas thanks to its Satellite Internet Platform. The infrastructure installed at each centre is composed of an easy to install satellite terminal and in some places an additional WiFi distribution. At the same time the Ministry of Agriculture started to develop computer applications and specific software tools for this sector.

European Space Agency

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European Satellite Operators Association

Bringing Economic Stimulus to Rural Areas Connecting to Broadband via Satellite



Satellite is the only technological solution that can provide broadband connectivity to remote communities in a short time: ubiquitous, immediate & cost-effective.



"A million extra businesses & households can connect to broadband via satellite within a year"

- Aarti Holla-Maini, Secretary General
European Satellite Operators' Association

"Public and private European investments have delivered satellites in space, ready to efficiently connect Europe's citizens to broadband today."

- Magali Vaissiere
Director Telecommunications & Integrated Applications
European Space Agency



European Funds for Broadband Connectivity

Structural and agricultural funds in excess of 2 billion euros are available to regions for broadband connectivity. European satellite operators and the European Space Agency believe that regions should seize the opportunity to make smart use of part of these funds to connect to broadband via satellite, which can make a difference, cost-effectively and immediately.

Satellite infrastructure is already in place to enable a first, sizeable and rapid step towards this goal. By investing in an antenna and a set-top modem, which have been recognised as eligible for European funding, farmers, schools, local governments & remote & isolated businesses and users are already connected to the Internet, with immediate socio-economic benefit.

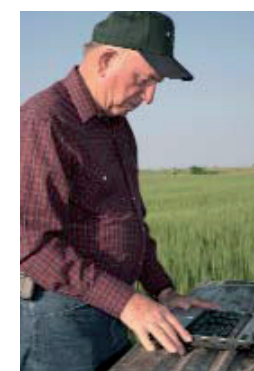


Broadband for Agriculture

The business of farming is becoming more complex as farmers boost their income from new lines of activity alongside their traditional role as food producers.

Today's competitive **farm business needs to be connected to the Internet** for many administrative tasks such as checking the weather forecast, or to keep an eye on raw material and consumer prices. But internet access is just as essential for advertising and selling food products, offering farm accommodation, as well as many other business activities which rural communities are developing.

Broadband via satellite is the ideal way to connect rural areas - high quality, low cost and quick. It is a solution which brings direct economic benefit to farmers businesses.



Broadband for Public Administrations, Businesses & Schools

Broadband connectivity of rural areas **generates local training** and **fosters education and employment** in the regions.

By connecting schools broadband develops human capital in the regions. For example, the Region of Pafos, Cyprus relies on Hellas Sat satellite broadband to connect its schools, which would otherwise be without the Internet.



Case Studies

Netherlands

Satellite operator **SES ASTRA** cooperated with **LTO Commerce**, the sales division of the Dutch Federation of Agriculture and Horticulture, to provide its members satellite-based two-way broadband services.

"For the Dutch agriculture industry, broadband internet is of vital importance. I therefore very much welcome (satellite broadband) as an excellent, innovative solution for farmers living in rural areas."

- Joop Atsma, Chairman of the Dutch Parliamentary Commission for Agriculture

France

Satellite operator Eutelsat provided via distributor Sat2Way-broadband Internet to Euralis the leading prepared-foods-cooperative representing 15 000 farmers beyond the range of broadband terrestrial networks in Southwest France. Members who were unable to receive ADSL could therefore have access to the benefits of broadband.

"Euralis has taken care of everything: installation, configuration of the equipment, training in informatics and the guarantee of a hotline in case of problems. The tracking of my parcels has greatly improved. Thanks to Eureka, I know exactly what I have been doing on a given parcel, and when I have done it."

- Daniel Dufourcq, cereal grower

Case Studies

Piedmont Region, Italy

Skylogic and **Colt Telecom** brought satellite broadband connectivity to communities in the mountainous Piedmont region in Italy. RUPAR2, a far-reaching regional program lead by **CSI Piedmont**, aimed to deliver Internet broadband to public administrations and companies throughout the Piedmont region.

With 52 member organizations, CSI-Piedmont is one of Italy's largest ICT entities in the public sector. The 190 sites (municipalities, schools, and public administrations) have broadband access including access via Skylogic's hub in Turin and Colt Telecom's fibre network. The terminals are connected with Wi-Fi hotspots and other wired and wireless local area networks.

Rural Scotland & Northern Ireland

Recognising the social and economic opportunity presented by broadband, particularly in rural areas, the Scottish Government identified 4000 homes, businesses and schools that were beyond the reach of terrestrial broadband. **Avanti** provider of broadband solutions was selected to supply satellite broadband services ranging from 512kbps to 3Mbps to end users.

"We have been very impressed with the speed of our satellite service. Using the Internet has now become a pleasure rather than a chore."

- Jean Robinson, a business and domestic user