



European Satellite Operators Association

European Commission Conference: *'Bridging the Broadband Gap'*

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3 geostationary satellites can:

- 'See' & serve the entire globe
- Bring broadband to masses of people at the same time
- Without cumbersome, costly infrastructure that can be re-deployed if necessary

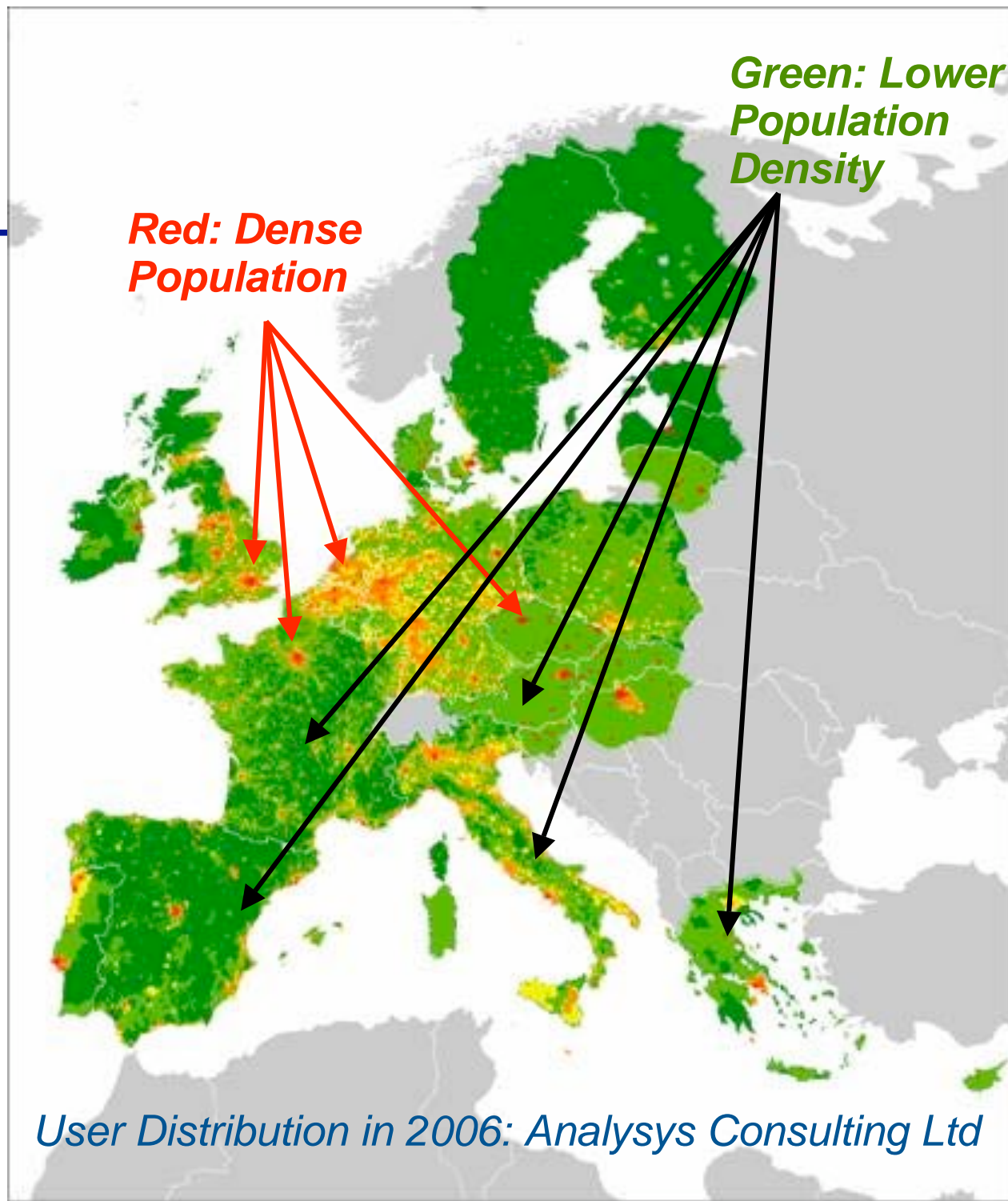
Satellites provide vital services today:

- TV channels/ live coverage/ news events
- Data/ voice/ internet/ mobile services/ corporate-retailer connectivity

Often the presence of satellites goes unnoticed: Because they work!

**Satellites can 'see' anyone, BUT they could serve many others:
Especially those unconnected today**

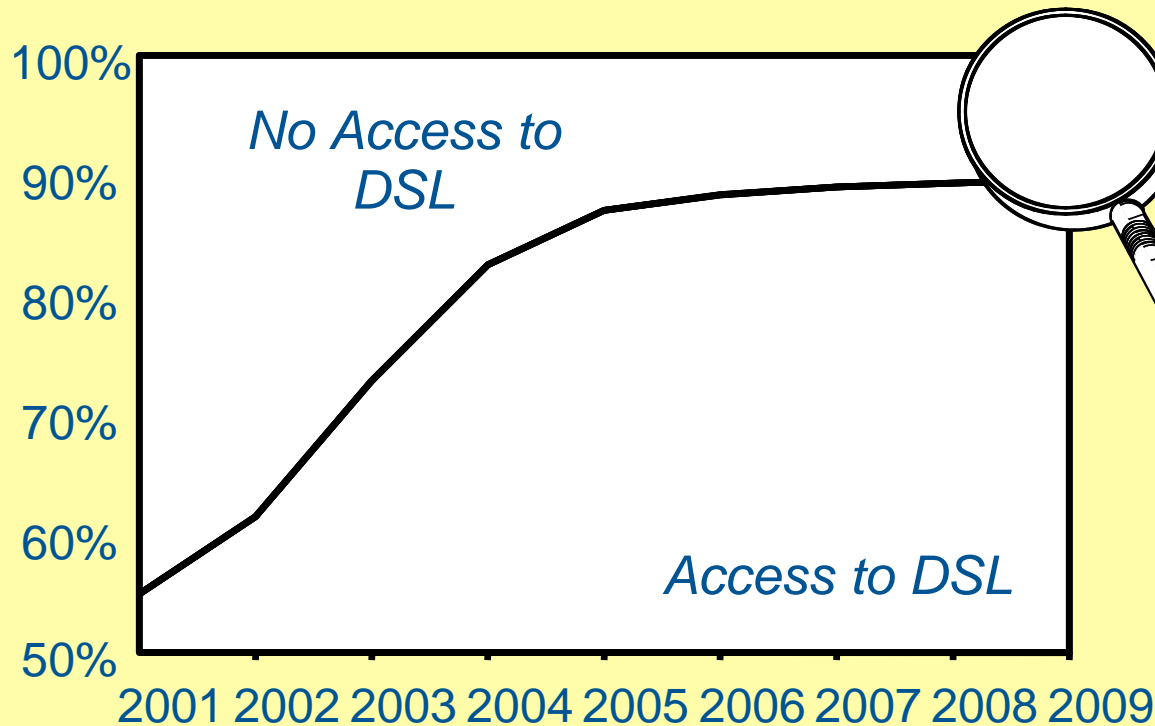
That many unconnected Europeans?



- Densely populated (red) areas already wired by terrestrial broadband SP's.
- Terrestrial players moving towards smaller (green) towns but will not address all of them.

➤ **Analysts say 10% or ~15m European users will still be unconnected in 2009**

DSL or NO DSL - what difference does it make?



Source: Analysys Consulting Ltd. 2003

Who is left out?

- **2006:** Combined DSL & cable roll-out: >21m European HHs still unconnected
➤ **13.6% of total HHs**
- **2012:** 15m European HHs will still be unconnected:
➤ **9.5% of total HHs**

There is no commercial incentive to provide services in rural areas today



The European Digitally Divided

| Population Density Classes | No. of Households | Cumulative No. of Households | Cumulative % of Households | Cumulative % of Land Area |
|----------------------------|-------------------|------------------------------|----------------------------|---------------------------|
| 0-10 | 5m | 5m | 2% | 36% |
| 11-50 | 46.5m | 51.5m | 23% | 83% |
| 51-100 | 23.5m | 75m | 34% | 92% |
| 101-1000 | 82m | 157m | 71% | 100% |
| 1001-unlimited | 64.5m | 221m | 100% | 100% |

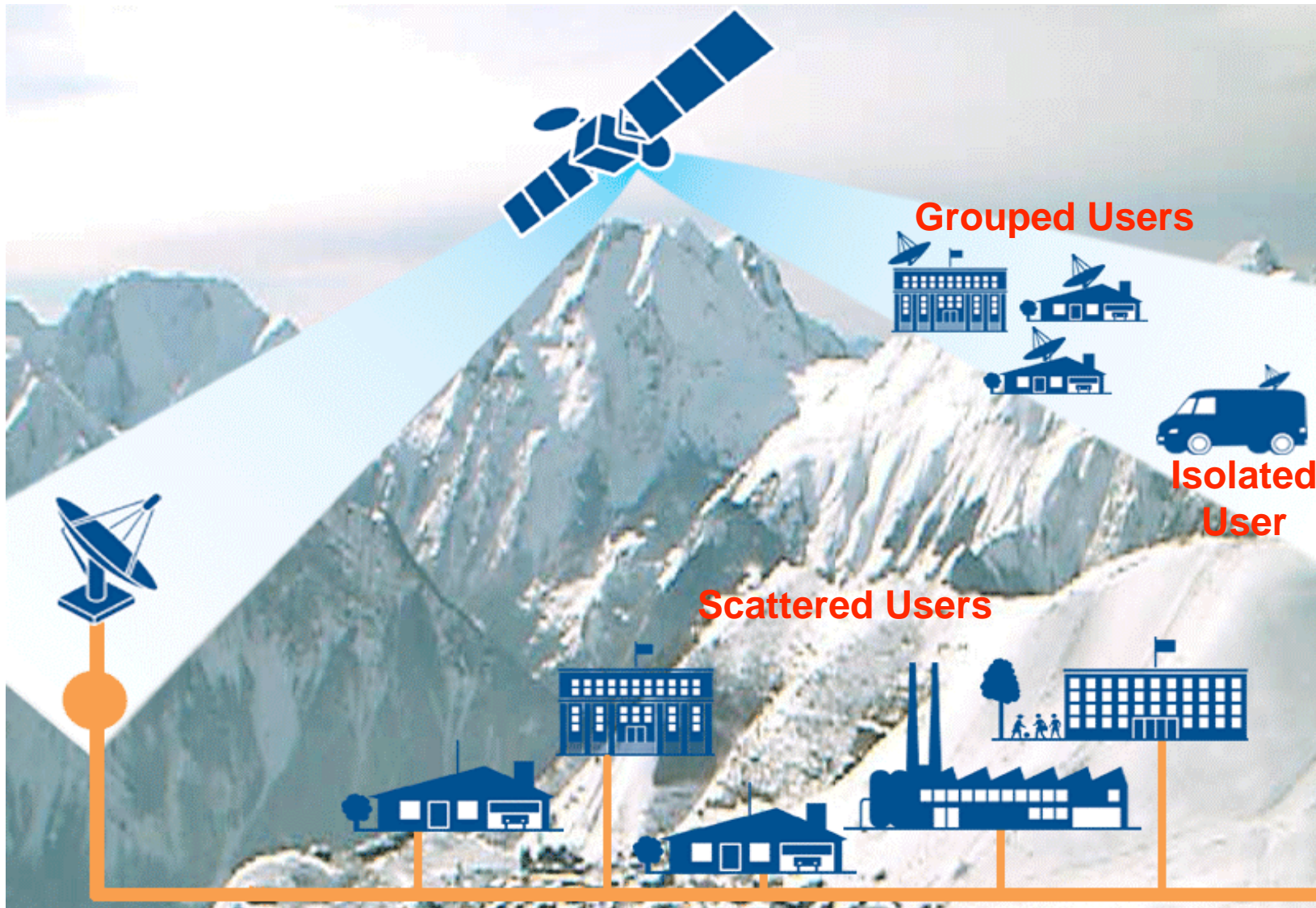
Densities & Demographics -

Even a small percentage is a huge number of people



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With satellite coverage, there is no room for a Digital Divide



Advantages of Satellite Broadband

- **QUICK** - Satellites are flying today & can connect people immediately to broadband with low investment & without cables & posts
- **EASY** - Small, easy to use, non-intrusive equipment that can be moved as necessary to serve different areas if & when other technologies/ solutions emerge
- **COST-EFFECTIVE** - Pan-European/ pan-regional solutions can drive down costs: with economies of scale satellites could become long-term solutions
- **COMPETITIVE**: service/ data-rates/ IP interface

Satellites can solve the problem for a larger number of users anywhere independent of distance



NO COMMERCIAL INCENTIVE:

- ***A purely private, market driven model will leave tens of millions Europeans on the wrong side of the digital divide***

STRUCTURAL FUNDS:

- ***Should encourage unconnected regions to come together, aggregate their demand & seek cost-effective, pan-European solutions***

ECONOMIES OF SCALE:

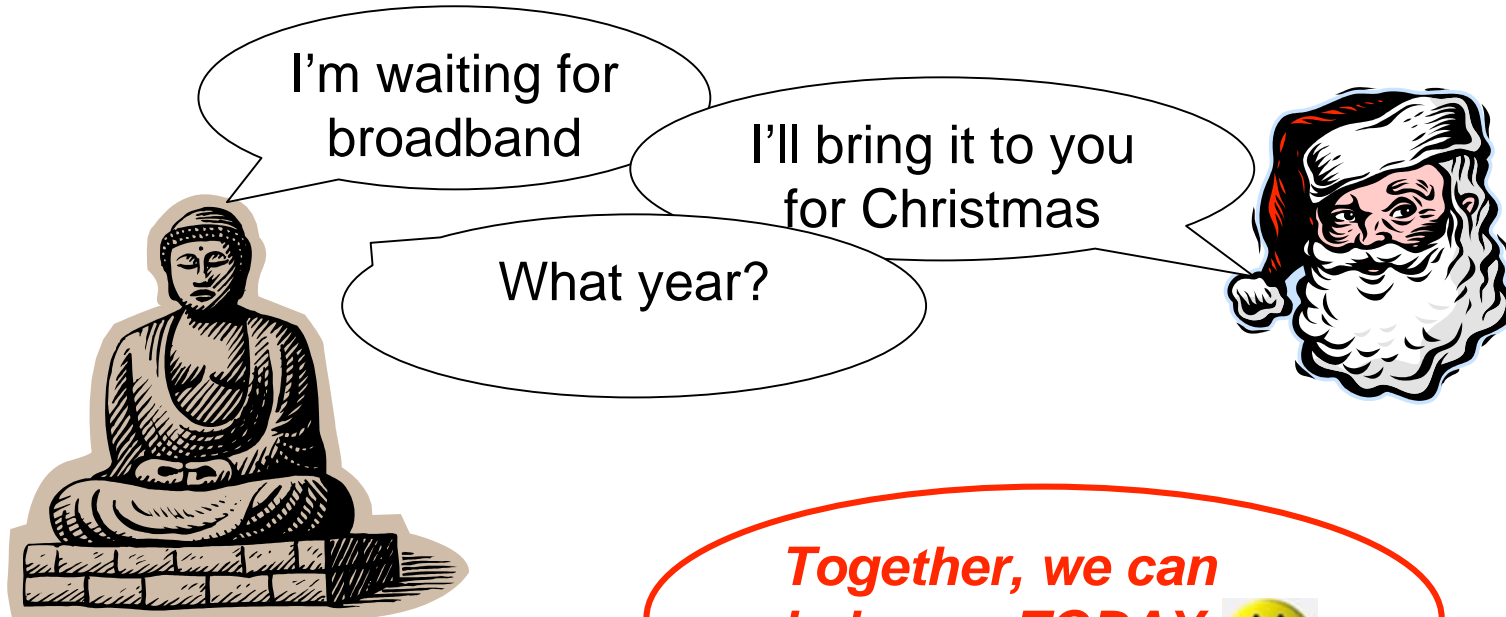
- ***Can be achieved over all regions: coordination & cooperation can result in orders in quantities and lower costs***

... By acting now European Governments can make sure no European region will be left behind



European Satellite Operators Association

Satellite Solutions are here NOW!



Together, we can help you TODAY 😊



European Satellite Operators Association



- Association based in Brussels
- Represents interests of all European satellite operators
- 10 full members, 5 supporting members (Arianespace/ Astrium Satellites/ Avanti/ ISB/ Mansat)



Mission:

- ‘To work with key [European] organisations including the European Commission, Parliament, Council, the European Space Agency and other relevant international organisations to create the political, industrial and regulatory environments necessary to deliver vital communications services to citizens across the globe’