



European Satellite Operators Association

Satellite Communication Services

Introduction by Romain Bausch
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(ESOA)

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- (i) Would like to extend thanks from all ESOA members to Mr. Hudacky for inviting our Association to present their views to the EP today & (ii) would like to acknowledge the contribution of the EP to the broad European Space Policy debate:
 - *“I know you Mr. Hudacky, chaired a very successful hearing on Galileo: your colleagues are also working on other space-related legislation such as security & defence or the Galileo Supervisory Authority”*
 - *“The work of the ITRE committee with respect to Space Policy generally & in particular with respect to the 2nd reading of the Telecoms Package, provide a specific focus for our discussions here today”*
 - *“I know that you have specifically requested that we “brainstorm”: I agree with this approach as the role for our industry needs a stronger articulation in EU policy and this brainstorming will visit the range of areas where satellites are vital to the success of EU policies.*
- We are here today to do the following: Exchange views during this roundtable; meet directly with MEPs and provide information & technical input to policy-makers on the role of satcoms



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The Association

- ESOA represents ALL European satellite operators
- The Association works with policy-makers & other stakeholders to ensure that commercial satellite technology & services continue to play a key role in the delivery of policy & commercial objectives for the benefit of as many citizens as possible, in Europe & all over the globe
- The availability of satellite services depends on political support, a favourable regulatory environment, a fair industrial policy and awareness
- The Members of ESOA are:



eutelsat



HELLASAT

hispasat 



SES 





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Relevant Developments

- Certain developments over the last year have made satellite operators realize that they need to step up its work in Brussels to increase the understanding of the contribution of our sector to society & governments alike: what developments are we referring to?
 - **Positive developments** such as
 - The evolution of an EU competency in space (Europe now has its first European Space Policy)
 - The 2007 decision to deliver mobile services across Europe via satellite
 - **Potentially negative developments** such as
 - An EU decision to open up a key satellite frequency band to other technologies (C-Band)
 - Proposals in the Telecoms Package that risk harming the future of the sector
 - State Aid for the upgrade of terrestrial networks from analogue to digital transmission throughout Europe



INNOVATIVE SPACE TECHNOLOGY: SATELLITE COMMUNICATIONS					
International Aid, Trade & Development	Security & Defence	Lisbon Strategy & Social Cohesion	Transport/ traffic management	Environment & Energy	Disaster Preparedness
Space for Development, satcoms to eliminate the digital divide (3 bn people), satellites as a tool to reach out & promote freedom of speech	Satcoms for border control/ peace-keeping	Satcoms bringing digital TV/ HDTV to & connecting EU citizens in villages, on islands or on mountains	Galileo, road-tolling & other intelligent transport systems	Satcoms for management of renewable energy plants	Satcoms as the only coms that survive terrestrial disasters

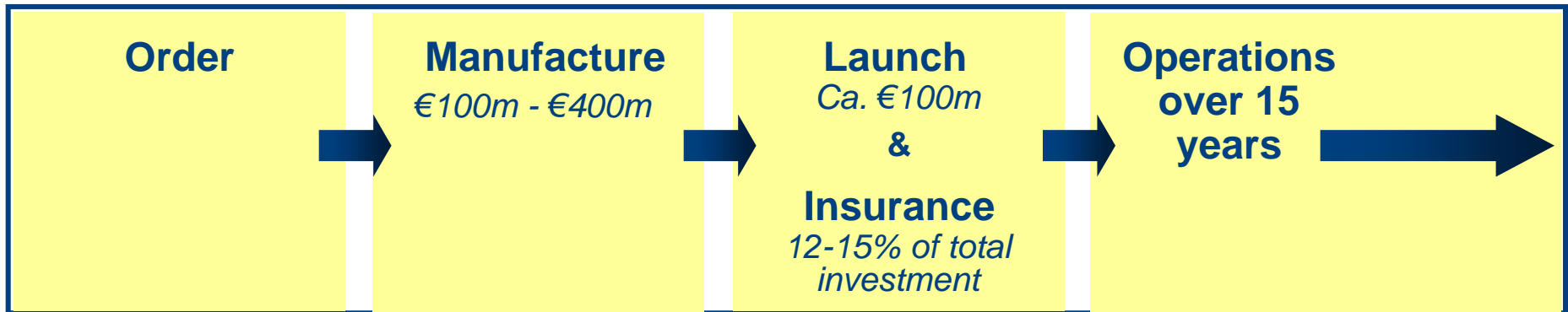
- “Satellite Communications directly enable a range of EU policy objectives to be met. Now is the time to prioritize options for EU financial perspectives 2013-2020”*



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“Sat Facts” in the Wake of A European Space Policy



2 - 4 yrs between order & launch

All upfront investment

*Returns on
Investment begin*

Competitiveness, Growth & Investment
in this Sector depends on **CERTAINTY**:

- Right to Operate
- Access to Spectrum
- Duration of Licenses



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One Example - Development

“If we take the issue of development as a first example with which to initiate the discussion”:

Case Study on MDG1: Elimination of Extreme Poverty & Hunger - NIGER

- Famine in Dakoro region of Niger in 2005 due to drought & locusts
- NGO Telecom Sans Frontieres intervened
- Early-warning system connecting 12 vulnerable/ isolated regions was set up to relay real-time info on key indicators:
 - Variations in stock of subsistence crops
 - Changes in peoples' diets
 - Variations in natural resources
- In addition possibility to watch - via satellite - locust movements/ meteorological developments & communicate info to local authorities
- What did it involve:
 - 12 days training of 26 employees from agriculture/ livestock depts of Niger state in areas with **zero connectivity & no GSM coverage**
 - Installation of telecoms centres
 - Handing over running of system to local Niger authorities in 2006



Costs were kept to a minimum:

- Portable broadband satellite terminal which charged by 'volume of data' transmitted
- TSF, with Universite de Pau, developed software to compress the data sent from 330kB to 3kB
- Use shows the whole system clocks up about US\$100 per month

- The EU is Africa's largest donor yet the last one it wants to talk about

- The EU needs to make a difference by MEPs explicitly supporting such projects in development legislation



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Example 2 – Managing Renewable Energy Plants



“Another example to aid our discussion could be around satcoms for management of renewable energy plants:

- Areas with water reserves/ large open areas/ coastal areas lend themselves best to renewable energy production & management*
- These also happen to be the areas most often without connectivity. Satcoms enable 24 hour solar-powered, remote management & monitoring*
- Many similar satellite communications solutions exist to support renewable energy management in Europe*
- The EU should mandate the use of satcoms in efficient energy management of renewable resources”*



- *“From these project examples, you can see that satellite communications can deliver on strategic EU objectives in ways that other technologies cannot always do*
- *If such projects are to be endorsed and indeed replicated for the benefit of the world’s citizens, then it is fundamental that policy-makers understand the specifics of the technology that delivers them*
- *In a nutshell:*
 - *Satellite signals travel the distance from space & are fragile when they reach earth - easily interfered with by other stronger terrestrial signals*
 - *The right to use satellite frequencies are granted with orbital slots by the ITU & interference is managed by global coordination done under the ITU system since over 50 years*
 - *The time between ordering a satellite & delivery of services is up to 5 years with the investment all upfront*
 - *Satellite business plans last up to 20 years from start to finish*
 - *Once launched the satellite cannot be modified in terms of using different frequencies*
 - *Certainty in terms of access to spectrum/ licenses to use spectrum over time is crucial*
- *I hope this short introduction to our complex technology will stimulate a good discussion”*