



Satellite Broadband for European Regions
CIP-ICT PSP Call 6

Identification of satellite broadband implementations internationally

WP 3 In-depth Analysis & Good Practice Review

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Satellite broadband in the USA

- A **single market** (rules and language)**with homogeneous demand**
- Vertical integration** between satellite operators and ISPs is **viable and sustainable** (ex: ViaSat-Wildblue)
- Inclusion of satellite technology** in the broadband policies
- A **central fund** managed by the Department of Agriculture
- Broadband Initiatives Program** defining:
 - **Central mapping** identifying areas where satellite was the best solution
 - **Specific subsidies** allocated for satellite services in these areas
- Beneficiaries** of the subsidy scheme: satellite ISPs or resellers of satellite broadband services (Hughes, Viasat...)

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Satellite broadband in Australia

- **70% of the 154,000 satellite broadband subscribers in Asia** in 2011 were in the Australian market.

The **addressable market** is between **200,000 and 300,000 households**

- Creation of a Government Business Enterprise **National Broadband Network**
- NBN provides an **Interim Satellite Service** through its **retail service providers**
- By 2015, estimation of **200,000** homes and SMEs connected by satellite
- This service targets end users without access to a commercial, "**metro-comparable**" **broadband service** (minimum requirement: 512/128 kbps and 3GB per month).
- **Objective to respect the Digital Economy Goal by 2020** : Australia willing to rank in the **top five of OECD** countries in terms of connected households

Satellite broadband in the Canada

- **General broadband population penetration rate is 32.9%** (2012)
- Canada is covered by **two KA-band satellites from US companies** (Via-Sat 1 and Jupiter 1)
- **Broadband Canada Program:** funds for Canadian Broadband Industry to develop and implement a strategy to extend broadband coverage
- **Support ISPs** to deploy high speed internet connectivity to remote areas
- **50% of the total costs** covered by the Canadian Government
- **Initial \$225 million** provided by the Government for **Connecting Rural Canadians.**