



Satellite Broadband for European Regions
CIP-ICT PSP Call 6

Work Package 3

In-depth Analysis & Good Practice Review

Main results & impact up to now

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MAIN IMPACT AND NEW RESULTS

- **17/10: Broadband-for-all event @ European Parliament**
 - Kroes: Thanks to satellite, broadband for all is available
 - Website broadbandforall.eu, to enables citizens to quickly find a satellite service provider
 - DG CNECT: Voucher scheme
 - DG REGIO: Eligibility of satellite broadband, even below 30 Mbps, in 2014-20

- **Previous SABER findings and outcomes improved and reinforced**

- **Innovative / adapted procurement and deployment models**

- **Non-technological roadblocks towards satellite broadband deployment**

17/10: BROADBAND-FOR-ALL EVENT @ EUROPEAN PARLIAMENT



Lambert Van Nistelrooj
Member of European Parliament and EIF



Michel de Rosen
CEO and President, Eutelsat
Chairman, ESOA



Roberto Viola
Deputy DG, EC DG CNECT



Vittorio Vallero
SABER project coordinator



Neelie Kroes
EC Vice-President,
Commissioner to the Digital Agenda



Aarti Holla
Secretary General, ESOA

EC RECOGNISES "NO SATELLITE, NO BROADBAND FOR ALL"



"Thanks to the extra coverage provided by satellite broadband, we have achieved our 2013 [Digital Agenda for Europe] target of broadband for all"

"The EU is technology neutral, but for those in the most isolated areas, satellite is a good option to stay connected; and it's likely to remain so"

D2.4

How we got to 100 % coverage?

FIXED (ADSL, VDSL, cable, fibre, copper)	96.1%
MOBILE (2G, 3G, 4G)	99.4%
SATELITE	100%



D2.4

- Commissioner Neelie Kroes launched broadbandforall.eu, a service developed by the European Satellite Operators Association (ESOA) to enable citizens to check quickly their satellite service providers

VOUCHER SCHEMES

- Request from Mr Roberto Viola (DG CNECT Deputy Director General) to create a document on voucher scheme for the use of Regional and Rural Development Funds to subsidise satellite equipment
- Implement a quick, simple and demand-side oriented scheme, compliant with EU funding rules
- ESOA contribution on “Maximising broadband connectivity across the EU using European funding for a satellite broadband access – Implementing a voucher scheme” commented and approved by DG CNECT and transferred to the Joint Task Force they have with DGs AGRI and FISIO
- Possible final use of the document towards Public Authorities (PA)
 - Digital Agenda Toolbox - Smart Investments for Structural Funds?
 - General Voucher Scheme Document under consideration within DG CNECT?

D2.2

SATELLITE BB (EVEN <30Mbps) STILL ELIGIBLE IN 2014-20

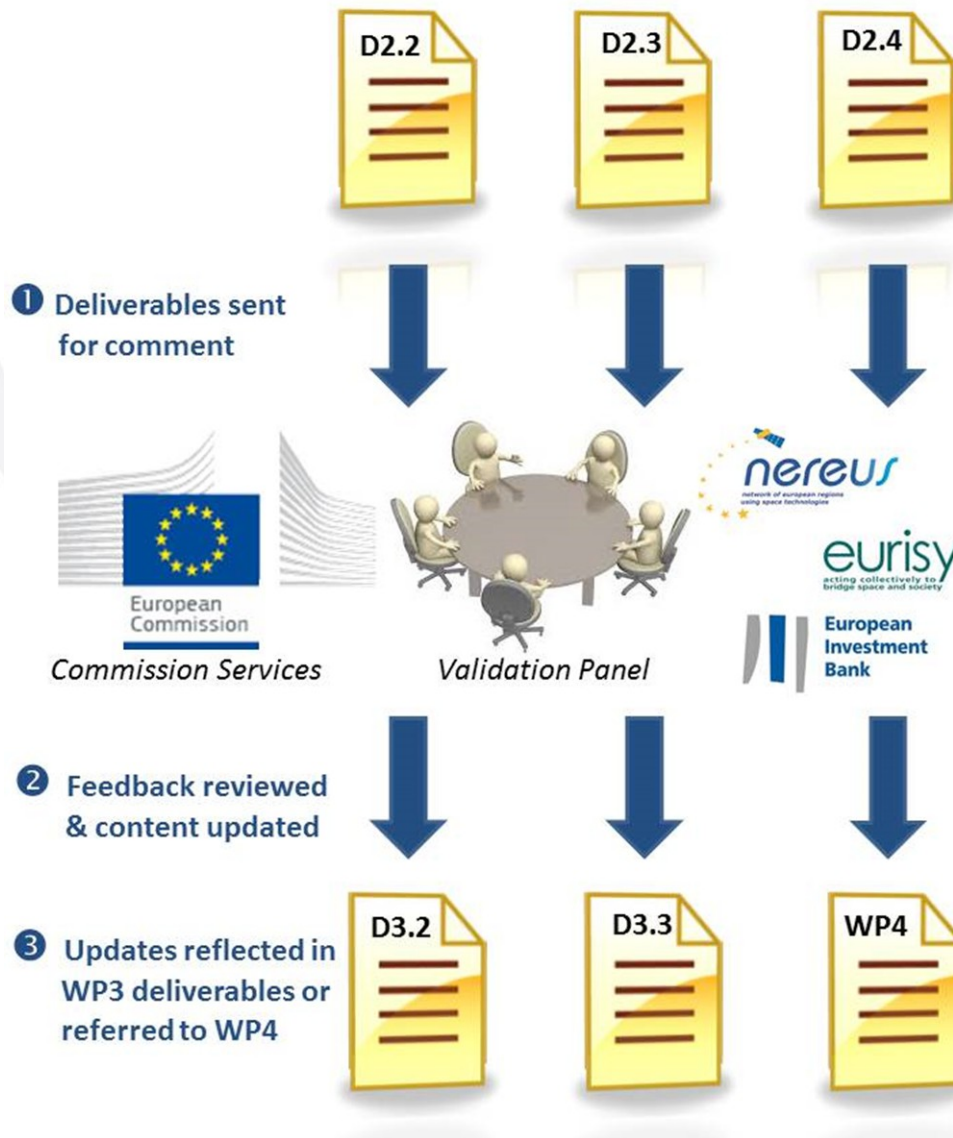
- Digital Agenda keywords: Connectivity and Competitiveness
- “Access to, use and quality of ICT” a priority in EU Structural Funds 2014-20
- Target for 2014-20: 30 Mbps or more for all by 2020, with 50% of subscriptions at 100+ Mbps
- Funds for satellite broadband (including current terminals and services below 30 Mbps) still needed to bridge digital divide in areas with no / limited penetration of internet access, and/or where rolling out very-high speed is not immediately viable
- DG REGIO on ERDF:



WS4

- *“eligibility of satellite broadband is not put in question in the draft regulations adopted by EP (20/11/2013)”*
- 30 is as a *“common output indicator”* of penetration (i.e. not a hard limit)
- can *“support broadband roll out below 30 Mbps if the predictable path towards target speed by 2020 is confirmed”*
- *“tenders and calls for projects”* should be *“seeking the best/only technological solutions to achieve internet connectivity according to the local context, including through demand stimulation measures”*

VALIDATION WITH EXTERNAL STAKEHOLDERS



- In-depth analysis of EU case studies
- Users' benefits from satellite broadband use
- Validation process (including panel)

INNOVATIVE / ADAPTED PROCUREMENT AND DEPLOYMENT MODELS

Terrestrial broadband deployment

- Ability to aggregate large numbers of end-users at local / regional level
- Critical mass for necessary economies of scale in network deployment, management and operation

Satellite broadband deployment

- Benefits from collective procurement only across larger geographies (national / supranational, e.g. EU)
- Local / regional level to identify the eligible end users, national or supra-national level for investments
- Leverage the better technical know-how and market knowledge available at higher government levels

EU funding typically managed and delivered at regional (or sub-regional) level, making supra-regional cooperation difficult to achieve in practice

- Unlike deployment in USA, Canada, Australia
- Impacts of a single telecom market (e.g. lower marketing costs, vertical integration, etc.)
- Impacts of centralised public policies

Demand aggregation, demand harmonisation and demand stimulation

- Central guidelines harmonise the demand when deploying local procurement
- Awareness raising and demand stimulation actions key success factors for this initiatives

NON-TECHNOLOGICAL ROADBLOCKS TOWARDS SATELLITE BROADBAND DEPLOYMENT IN THE EU

- Mapping

- Current lack of a EU-wide accepted guideline for mapping where satellite is among the available options
- need for a reliable and EU Member States common mapping process

- Cost-effectiveness analysis

- 100% broadband coverage but very low penetration
- Current national broadband strategies and funding focus on fibre-based, mobile/wireless, networks even in un-served areas:
- A cost effectiveness analysis could help Member States and Regions to identify the advantages of each technological solution with respect to its capability to fulfil the citizens needs

- On the Spot Checks

- Visits to view progress of a project are too expensive with respect to the value of the grant (ERDF, EAFRD)
- Exemption for grants lower than 1000 euro (low risk of fraud because of low grant), or

Use of reliable solutions to substitute the physical control (geo-referenced photos of the ground equipment installed (modem and antenna) along with the print-out of the test (countersigned by the end-user)