



Satellite Broadband for European Regions
CIP-ICT PSP Call 6

Panel 1: Best practices: Devon County Council 'Connecting Devon & Somerset' Programme

European Commission
Information Society and Media



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Experience in deploying SatBroadband

- 'Rural Connection' started Nov'2011
- Using 'tooway direct' EUTELSAT/Skylogic
- Over 100 satellite receivers installed
- Targeted project in rural remote areas
- Home/leisure and SME users – grant assistance
- IT support and 'Digital Mentoring' support part of the project
- Supports the wider 'Connecting Devon & Somerset' broadband programme (now – 2016/17)

Share the 3 main aspects of your experience that could help other regions to achieve successfully their connectivity targets

Main issues:

- Resistance to using satellite – previous experience of Ku band performance; concern that ‘not as good’ as fixed line/fibre services; perception was ‘expensive’.
- Data cap – issue for SMEs who used up data allowance quickly.

Solutions:

- Revised Marketing message: ‘you can have better broadband NOW!’
- Some remote areas may never make an economic case for fibre or fixed line broadband: satellite is a legitimate option.
- Changes to tariffs, increase in data speeds and more flexible data cap policy is changing perception.
- ‘Seeing is believing’: taking demonstrations and tailoring information to your audience is most effective way to engage end users.