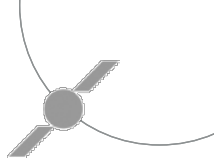


**EIF Visit Study**  
**Satcom to sustain**  
**growth and jobs within the**  
**European Strategy**  
*October 2014*

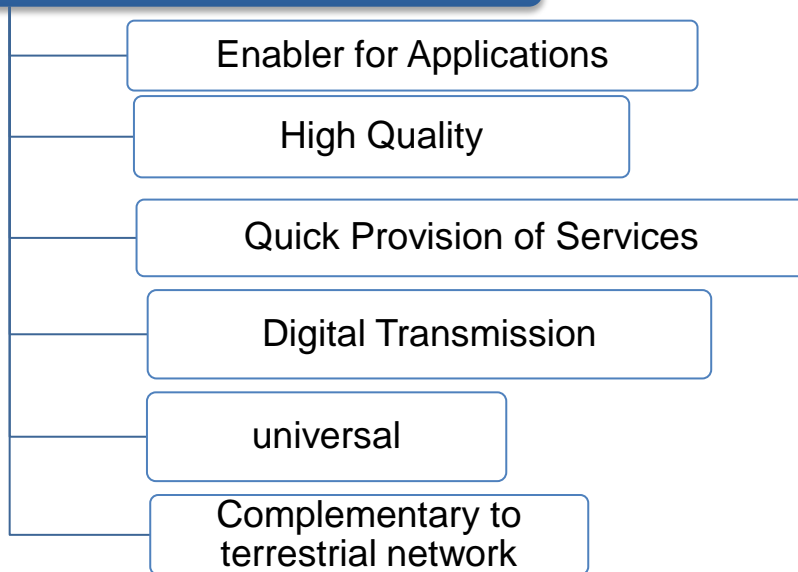
*Luisella Ciani*  
*Public Policy consultant*  
EUTELSAT

# The importance of Satellite Communications

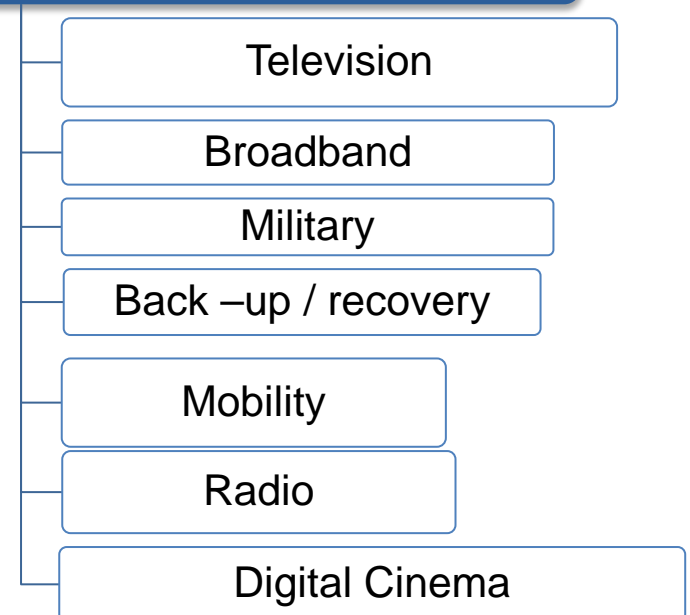


Satellite communications play a vital role in the global telecommunication system providing **everyday, emergency and strategic services across the globe.**

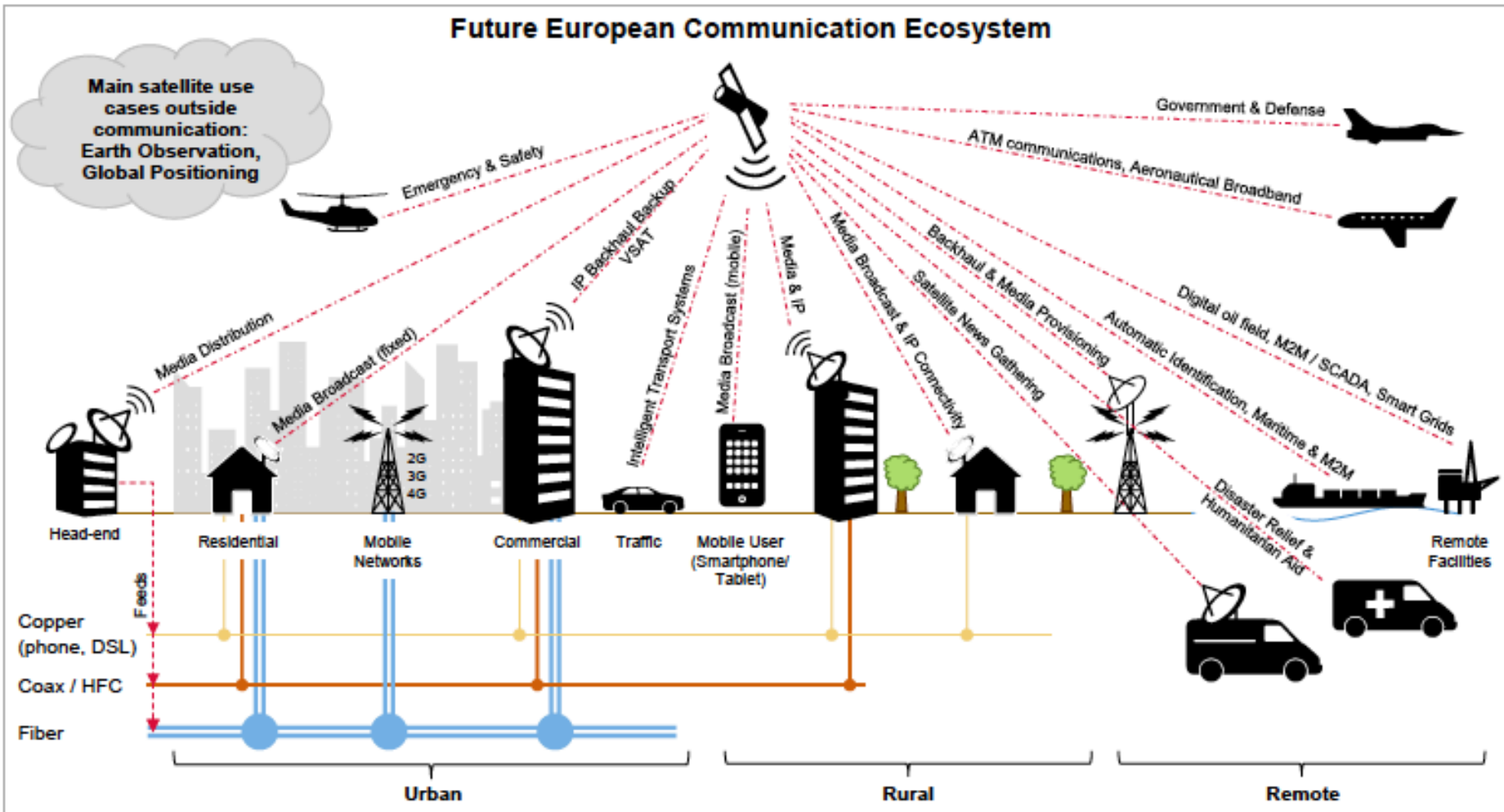
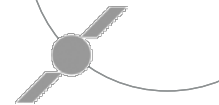
## Characteristics



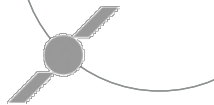
## Applications



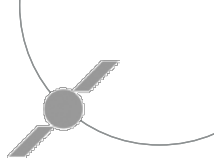
# Satcom now...more applications than known



# Contribution of Satellite Solutions to the European Policy



EU Policy Area	Satellite Solutions	Media Content Distribution	Remote Data Connectivity & Backhaul	Broadband	Telemetry & M2M	Government Services	Aero / Maritime	Earth Observation & Meteo	Navigation & Positioning
Digital Divide and Broadband for all	Key enabler	Integral part	Fast deploy.	Integral part	Fast deploy.		Key enabler		
Digital Literacy	Key enabler	Integral part	Key enabler						
Health Care			Integral part						
Emergency / eCall		Gap filler	Integral part	Fast deploy.		Key enabler	Fast deploy.	Key enabler	Key enabler
Security					Key enabler	Key enabler	Key enabler	Key enabler	Key enabler
Risk Management						Key enabler	Key enabler	Key enabler	Key enabler
Climate Change		Integral Part	Fast deploy.		Gap filler			Key enabler	
Energy / Smart Grid		Integral part	Fast deploy.	Integral part	Fast deploy.	Integral part		Integral part	Integral part
Land Management				Integral part	Gap filler	Integral part		Key enabler	Key enabler
Agriculture Policy				Key enabler	Gap filler			Key enabler	Key enabler
Transport & Mobility				Integral part	Fast deploy.	Integral part		Key enabler	Key enabler



EUROPEAN COMMISSION

PRESS RELEASE

Brussels, 17 October 2013

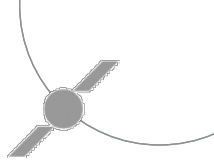
## 2013 target Reached thanks to satellite Broadband

**100% basic broadband coverage achieved across Europe  
– EU target achieved ahead of schedule.  
Next step is fast broadband for all.**

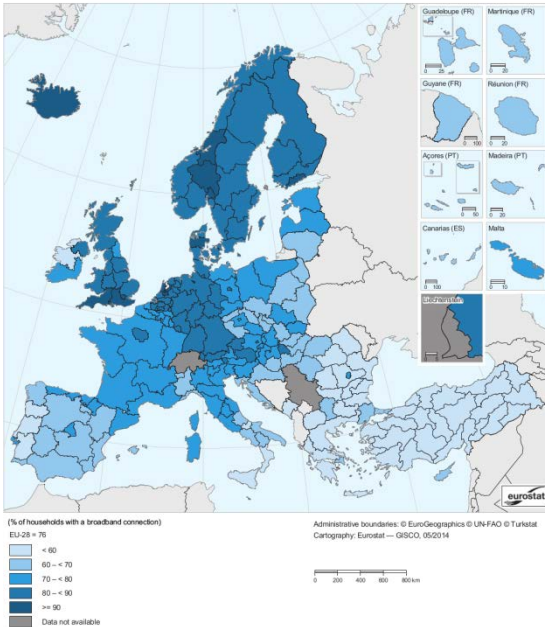
Every EU household can now have a basic broadband connection, thanks to pan-EU availability of satellite broadband. Satellite connections are now available in all 28 countries meaning every European can take out a satellite subscription, including the three million people not already covered by fixed and mobile broadband networks.

**2020 DAE target of 30Mbps will be reached only  
thanks to satellite broadband  
BUT  
What about broadband penetration?**

# Let's get an example: What if ... Satellite Broadband had the same funding opportunities than other technologies?



Broadband connections in households, by NUTS 2 regions, 2013 (\*)  
(% of households with a broadband connection)

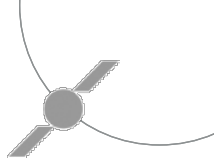


- ✧ Actual 18% penetration of broadband in rural areas would be at least quadruple.
- ✧ All schools would be connected
- ✧ Almost all farmers would be connected
- ✧ Almost all SME in rural areas would be connected (now 14%)
- ✧ Rural Tourism would dramatically increase
- ✧ DAE 2015 target on e-government would be almost reached.

## WHERE IS THE ISSUE?

areas **audit** broadband check cohesion  
 commission consider **control costs** eafrd funds  
 general grant individual installations managing national on-the-spot-  
 check partners period policy **procedure** programme  
 related required saber **satellite**  
**solution** spot user

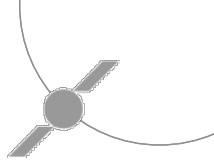
**Mainly  
non-technological  
road-blocs.**



In pushing for a Digital Single Market, DG CONNECT has realised the need for Satellites to make 100% broadband coverage a reality.

Beyond this, satellite technologies will be a key infrastructure:

- for tomorrow's "converging world", satellite in hybrid configuration with terrestrial networks provide:
  - As cost effective solution for video content.
  - Everywhere
  - Avoiding congestion of terrestrial network



- The necessity to stress the **importance to use a mix of technologies to reach 2020 DAE target**. This could be done with a standard broadband mapping approach and a **compulsory** cost effectiveness analysis to assure the cost-efficient use of public funds.
- The urgency to **safeguard spectrum certainty** for the sector
- The necessity to **ensure Research and Development goes beyond space**. This is an essential component to ensure satellite's communication ability to assume its rightful place in the evolving digital world that starts in space & ends at the user.
- The importance **to sustain the integration of a high-quality, satellite digital network infrastructure to support new and innovative applications (multimedia and content rich) available to all the EU citizens. This is fundamental to adapt to the digital era, thrive in the connected Digital Single Market and create growth and jobs.**