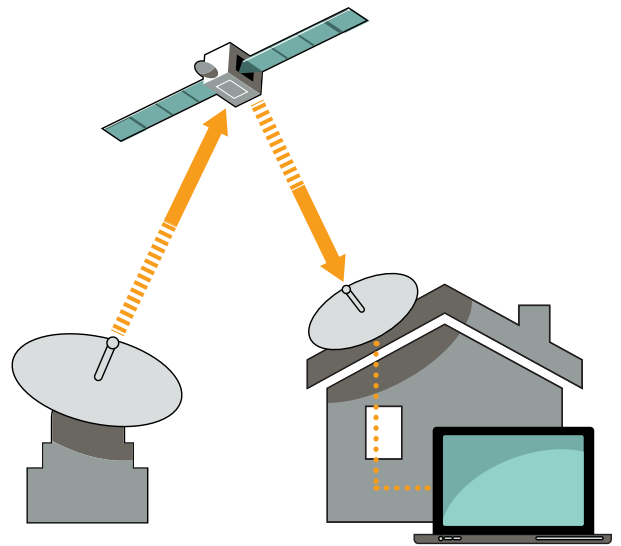


WHAT IS SATELLITE BROADBAND?

Satellite can provide broadband **wherever you are in the UK.**

A satellite delivers high speed broadband by sending and receiving the signal from an internet hub, to a dish on your home, just like that used for satellite TV.



THE FACTS



Is it fast?
Yes!

Up to 30 Mbps

The speed is the same no matter where you live - your distance from the exchange is not relevant.

Standard broadband ranges between **1Mbps** and **72Mbps**.



Is it complicated?
Easy as 1, 2, 3

1. Dish installed on house
2. Dish connected to router
3. You have broadband

It takes an installation engineer 2-3 hours. It's as **easy** as installing satellite TV.



Is it expensive?
No!

Packages start from **£25 per month** with a one off cost for installation and equipment.

HOW DOES IT COMPARE TO FIBRE?

What can I do with it?



Gaming

Slight delay for **live action based games** due to latency of 0.5 to 1s



Calling

Slight delay on landline much like on international news broadcasting



Movie Streaming

Most movie streaming services **work great over satellite**



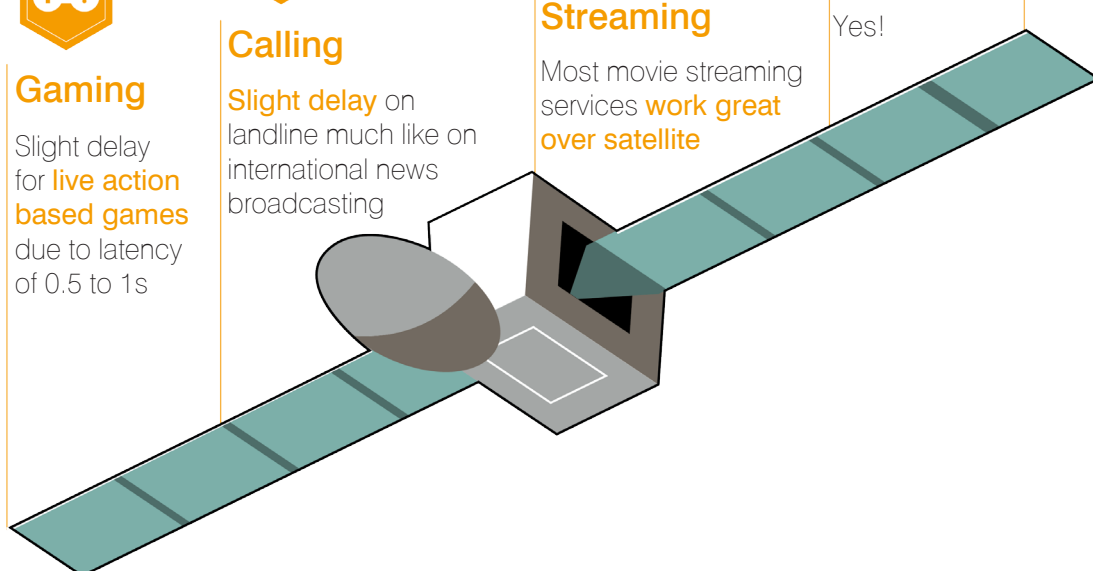
Music Streaming

Yes!



Browsing

Excellent



CASE STUDY SPAIN

The problem – Providing infrastructure to enable a high quality terrestrial internet service to rural Spain was deemed uneconomical and impractical.

The solution – Satellites were able to bypass the need for such large investments in infrastructure and provide internet and wireless access to rural users.

The benefits – Schools and colleges now have access to rich multimedia, improved learning. Libraries and museums are more connected, improving the region's tourism and education services. Remote health facilities can better serve the population and the local agriculture sector has benefitted through improved ability to keep and share databases on cattle movement.

CASE STUDY USA

The problem – In 2012 nearly 14 million American households and small businesses had no access to a terrestrial broadband service and 5 million still used a dial-up service.

The solution – Satellite technology. Unlike the distance-dependent cost of terrestrial technologies (like DSL, fibre), services from satellites are uniformly the same, independent of location.

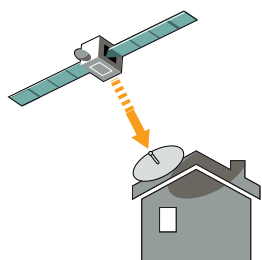
The benefits – Exede, a service of ViaSat Inc., delivers high-speed internet to residential subscribers and businesses across America. The Exede service has transformed satellite internet for households that previously had slow, inadequate internet service.

WHAT IS THE FUTURE FOR UK BROADBAND?

TECHNOLOGY AND BENEFITS

All UK can access to **30 Mbps** satellite broadband.

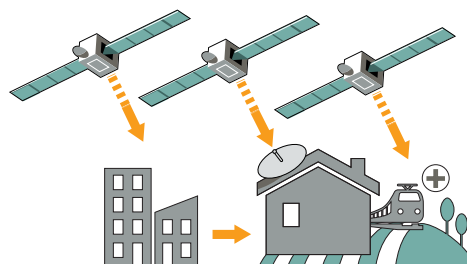
Societal benefits include **health, education, transport.**



2016

New satellites in operation - HYLAS 4 in service, Viasat Tbps satellites becoming available, global coverage able to deliver 100 Mbps services.

Satellites could support **3.2M people**, including those in rural areas. Satellites would close the **digital divide** and provide resilience to **emergency services.**



2020

UK TARGETS

90% coverage superfast broadband

Basic – **2 Mbps**
Broadband for all
New **USO** - 10 Mbps

Near **universal coverage** superfast broadband

EC target for **30 Mbps** for all,
100 Mbps for 50%

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CATAPULT
Satellite Applications