



A World Online  
no exceptions

## BB-MED

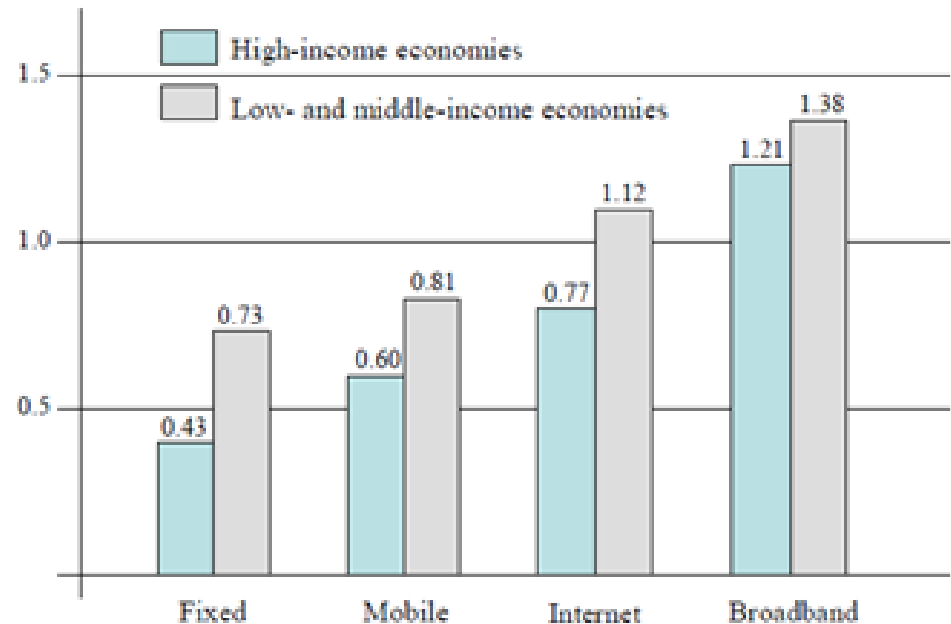
*Delivering equal access to services and opportunities through satellite broadband in remote / difficult to reach regions*



- Digital Agenda
  - Basic broadband for everyone by 2013
  - 30Mbps for everyone by 2020
  - 50% of Europe with 100 Mbps by 2020

### Growth effects of ICTs

*Percentage point increase in GDP per capita for every ten percentage point increase in ICT penetration, 1980-2006*



*Source: Qiang and Rossotto, World Bank Information and Communication for Development Report 2009.*

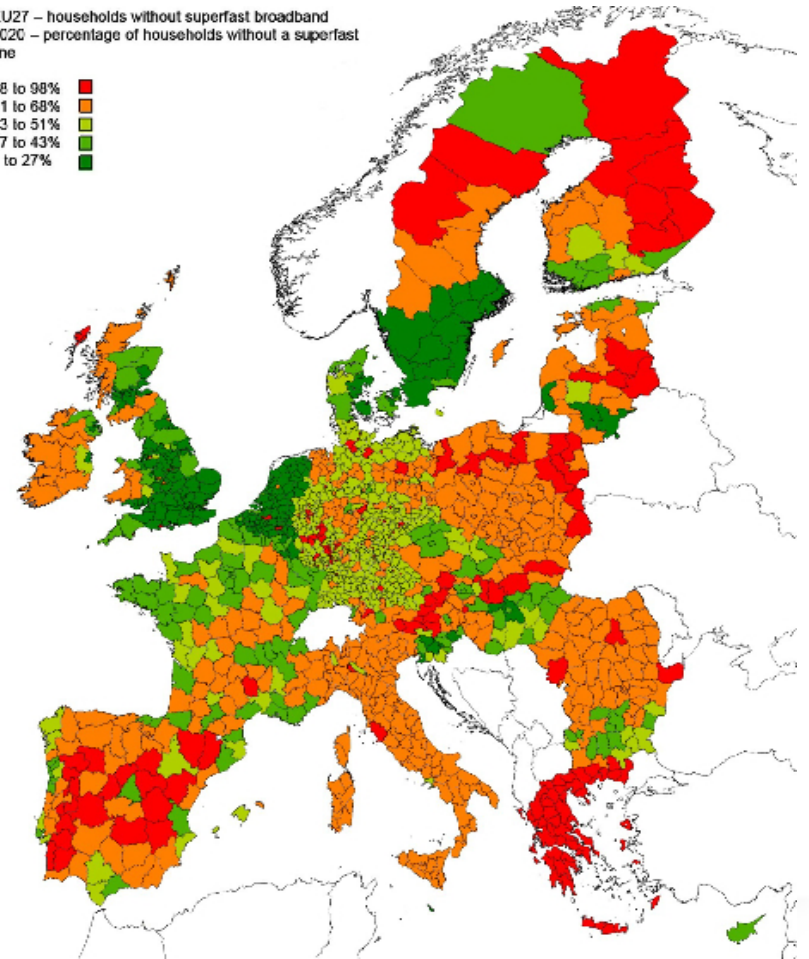
# Do we want a two speed Europe?

Market forecast in 2020: in many European regions >50% households will lack “superfast” broadband.

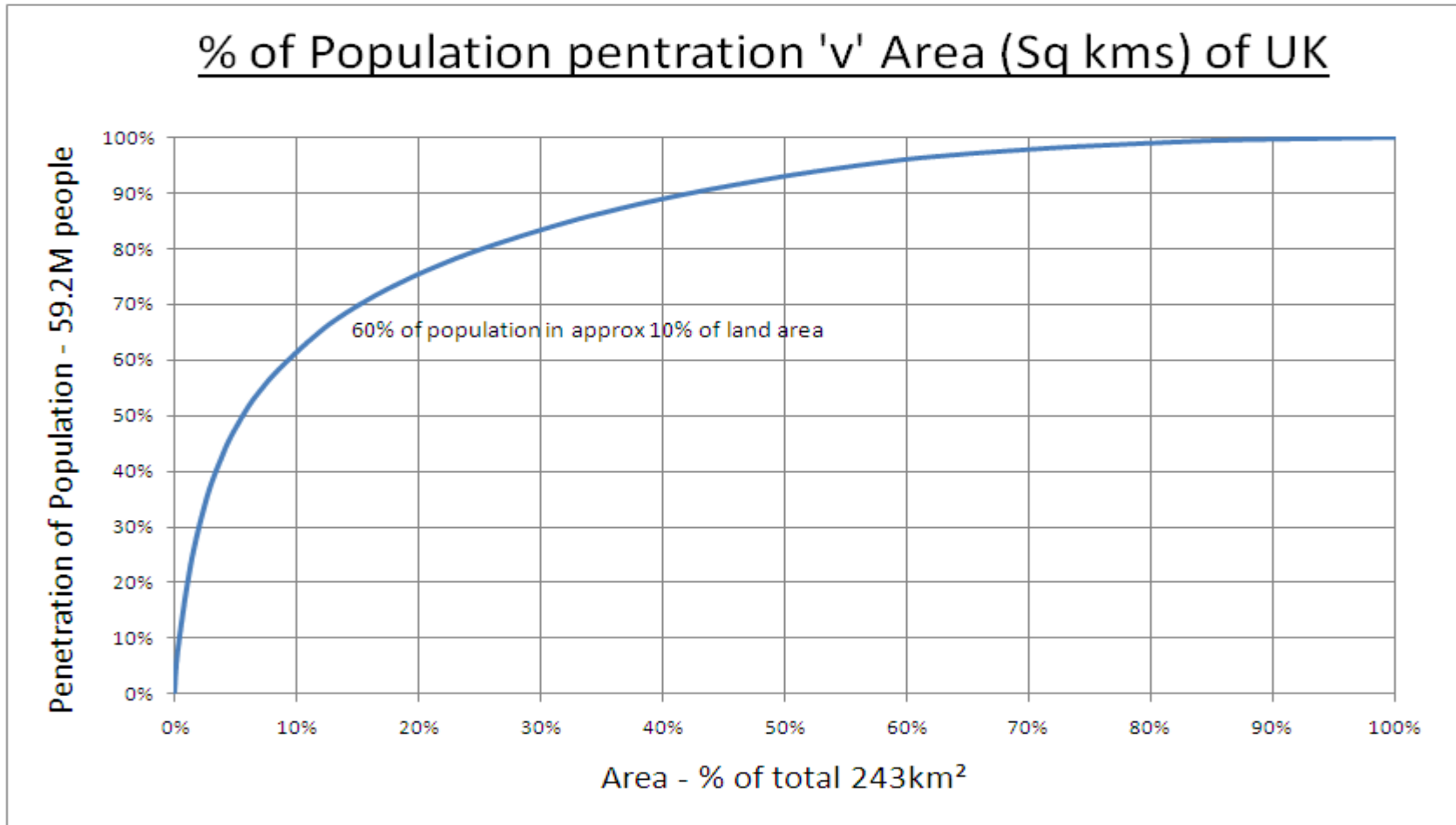
The cost of FTTH deployment across the whole EU could be as much as 270bn Euro.

EU27 – households without superfast broadband  
2020 – percentage of households without a superfast line

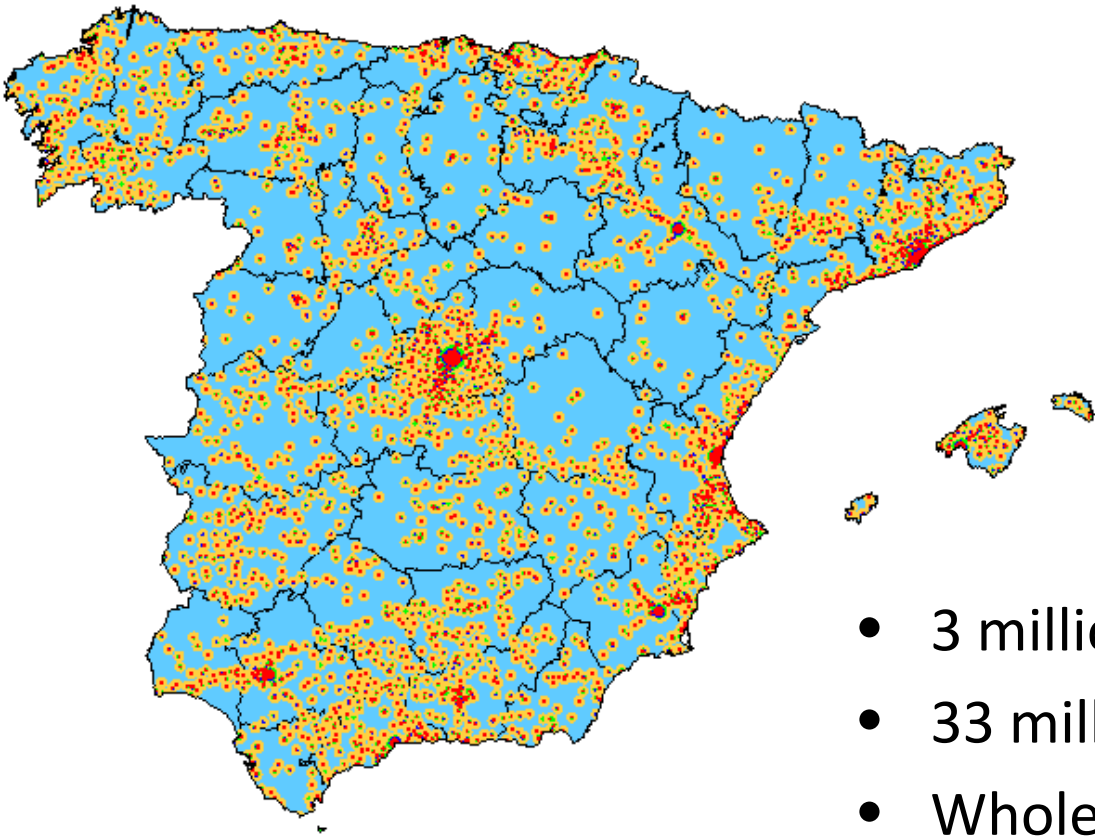
- 68 to 98% ■
- 51 to 68% ■
- 43 to 51% ■
- 27 to 43% ■
- 1 to 27% ■



# Where does the population live?



# The Broadband Gap In Detail



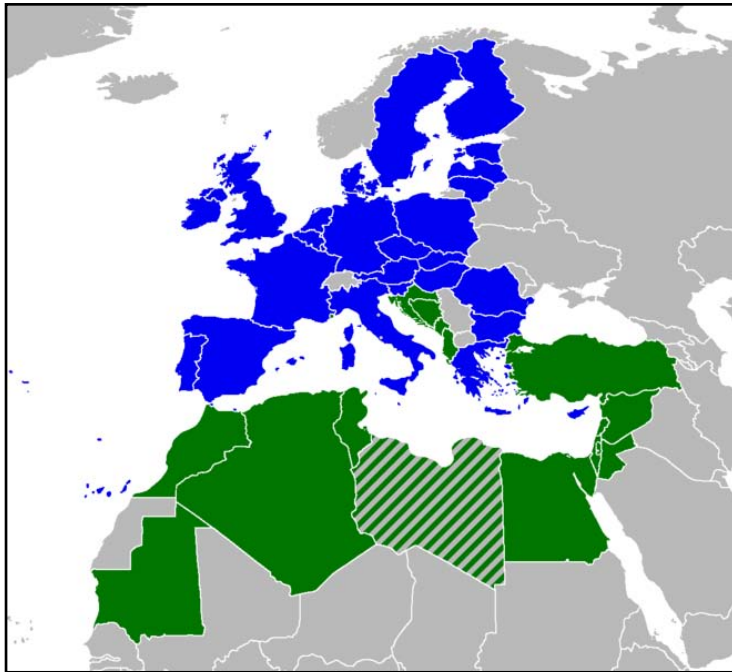
**Market mix**  
Addressable ares

- LTE 2020
- LTE 2015
- LTE 2010
- Superfast 2010
- Superfast 2015
- Superfast 2020
- Fixed
- Satellite

- 3 million premises in Spain
- 33 million across EU27
- Whole Europe cost of Euro 7.8bn by satellite

# BB-MED - Broad Band MEditerranean Development

**Bring reliable communications to the Mediterranean citizens no matter where they are, from towns and villages to the desert's most remote areas**



- In relation to the digital divide issues raised by the Ministers of the Union for the Mediterranean (UfM) in Marseille, 4/11/2008, a proposal <sup>[1]</sup> was made from Greece for the development of a Broad Band Satellite Internet Service for the UfM: the BB-MED
- The proposal was supported by GR, LUX, CY and by the EP- ITRE and Foreign Affaires Committees
- ESA and the EIB coordinated studies addressing the markets and broadband deployment in UfM
- The results presented here are extracted from the ESA study performed by Avanti, Point topic and Hellas Sat

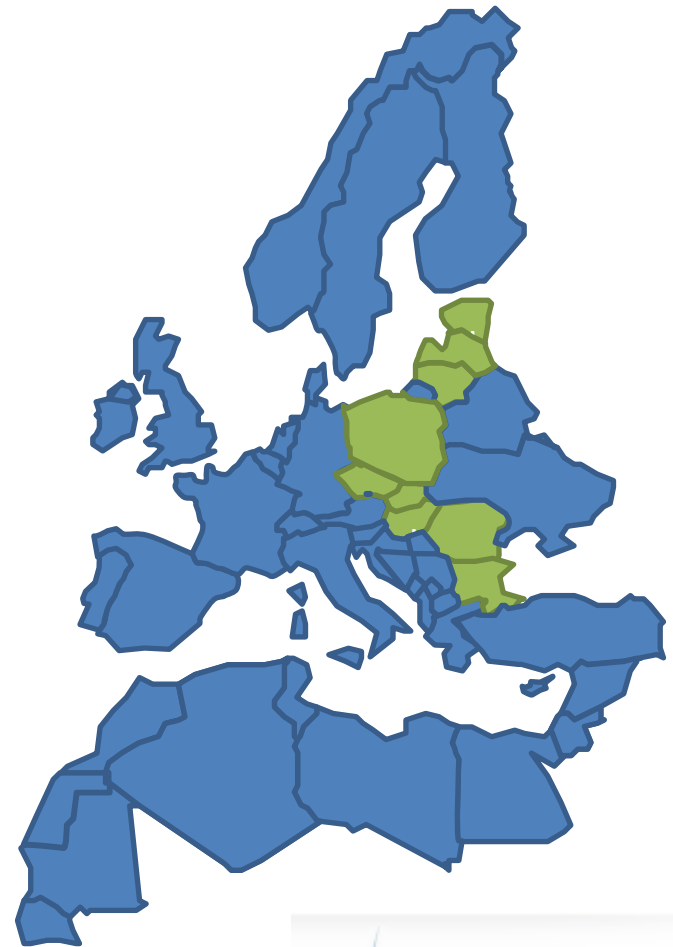
[1] PARTENARIAT EUROMED, DOC. DE SÉANCE N° : 35/10, EN DATE DU : 09.03.2010, ORIGINE : Greece

# Satellite Capability today and tomorrow

- Universal coverage and instant availability
- Cost and performance (equipment costs less than a Smartphone)
- Cost of service (less than the price of daily newspaper)
- New low cost Ka capacity for Australia, US, Europe, Africa
- The industry is not standing still. By 2020:
  - User modems easily able to handle in excess of 100Mbps
  - New satellites handling Terabits per second will be in orbit.
- Enabling research and development funded by ESA and EC

# Aggregation of demand: a tool for policy makers. An Example Scenario

- 25,000 sites: Farms, SMEs and consumers in Eastern European countries
- Dimensioned for 2013
- Countries with a significantly larger than average digital divide
- Typical GNI one third of western countries (Bulgaria 12k\$ cf Belgium 35k\$)
- Total subsidy of €11m to roll out 25,000 sites
- 18 months start to finish



- Cost per connection of €440 is very favourable compared many other BB schemes
- No risks from lack of take-up. Deployment only where there is a customer that wants it.
- Certainty of result
- Reduced risk to operators => better pricing for capacity
- Local jobs, business and sharing knowhow
- Legacy of commercially viable satellite broadband business in each country

- Broadband is a basic enabler for economic growth
- Satellite is a cost effective tool for broadband inclusivity
- Cost of public support to achieve full roll-out and take-up is €7.8 bn for satellite. A small fraction of the economic benefit.
- No need to wait. Aggregation of demand using satellite can accelerate deployment so that citizens can benefit quickly.



# THANK YOU

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