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# BROADBAND FOR ALL

TOWARDS 100% COVERAGE

9 million European households are still not connected to the Internet.

Satellite broadband can provide fast internet connectivity throughout every European Member State **immediately!**



[www.broadbandforall.eu](http://www.broadbandforall.eu)



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## The Digital Agenda for Europe

The Digital Agenda for Europe foresees broadband coverage for all by the end of 2013 and fast broadband (>30 Mbps) by 2020. While many citizens have Internet access today, there are still millions without. Satellites are the only cost-effective way to ensure an immediate roll-out of broadband in areas terrestrial technologies cannot reach and so enable connectivity that would otherwise not be possible. This means satellites can directly serve Europe's objective of bringing all citizens online.

## What is Satellite Broadband?

Satellite Broadband, also referred to as internet-by-satellite, is a high-speed bi-directional Internet connection made via communications satellites instead of a telephone landline or other terrestrials means. Today satellite broadband is completely comparable with DSL broadband in terms of both performance and cost with commercial offerings of 20 Mbps often with triple play (internet, TV and voice with the same internet). Whilst fibre offers superior performance, it typically takes time and is more expensive to roll out and so will not be available to all users within a reasonable time frame. On the contrary, satellite solutions are available immediately: the only broadband solution for those who live in areas without or with slow terrestrial or wireless / mobile broadband access.

[info@broadbandforall.eu](mailto:info@broadbandforall.eu)

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## Affordable and easy to install

Monthly subscriptions compare with equivalent performance ADSL offers. In Europe, subscriptions and service packages vary, starting from around **10€/month** for download speeds of 2 Mbps and 2 GB of monthly volume, up to 20 Mbps download from **25.95€/month**. Users receive a dish and modem and can either install these themselves, or alternatively call on the expertise of a vast network of highly trained engineers. The average purchase price for consumer equipment is **350€**, however it can be less for higher tariff customers, and rental solutions also exist to limit the initial investment. On top of this, all equipment is eligible for European public funding and some Member States have used this opportunity to connect their regions cost-effectively & quickly.



## Where can I find a satellite broadband provider?

In order to bring this solution as close as possible to users, the European Satellite Operators Association (ESOA) with the support of the European Commission has created a new online tool that will enable citizens to find a local distributor who can supply them with immediate connectivity no matter where they live. **Include satellite broadband in your regional broadband plans and help the EU to bridge the Digital Divide! Visit the website at:**

**[www.broadbandforall.eu](http://www.broadbandforall.eu)**

More FAQs about satellite broadband can be found at **[www.project-saber.eu](http://www.project-saber.eu)**, where you will also find information for Public Administrations to support the roll-out of satellite broadband for 100% coverage.



**[www.broadbandforall.eu](http://www.broadbandforall.eu)**



## Testimonials

"We support new ways to provide comprehensive broadband internet connectivity in rural areas. For remote communities (such as Niederstetten) satellite broadband is a good alternative in order to meet the goal of a nationwide access to broadband connectivity."

Alexander Bonde, Minister of Consumer Affairs, Baden-Württemberg, Germany

"Since we do not have access to DSL, we tried with 3G and it was very slow. We were told that there was satellite broadband, we tried and, to be honest, we are very happy. It works very well."

Maria Teresa Azaña Gamero, Farmer, Spain

"The speeds are consistently fast and the quality is excellent. We now have a broadband solution that more than meets the needs of our farm and is perfect for rural farmers across the UK."

Jane Adkins, Farmer, Northamptonshire, England

"I was pleasantly surprised by its stability, as well as its performance in all kinds of Internet services, from the simple ones, like reading an e-mail, to the more demanding ones, like downloading files and video streaming."

Fanouris Drakakis, Home User, Greece

"In the beginning we were sceptical – could broadband via satellite be comparable to a DSL connection? But for us satellite internet is the optimal solution; the fast internet is helping us to provide a better service, and it saves us time and money."

Olaf Müllers, Managing Director of Simon GmbH (a roofing and carpentry business), Germany

"Like many people in the north west of Scotland, traditional broadband services over telephone lines do not reach us and if they did the speeds would be too poor. The satellite broadband service allows me to do my job and live the lifestyle I want. It works really well."

Jonathan Kinell, Home and Business User, Northwest Scotland

"We are showing from this corner of the Iberian Peninsula something that can be of great value in America or Australia. We need to reach everywhere and now we can."

Antonio Acha, Biologist, Spain

"Thanks again, looking forward to a vast life improvement with my new broadband."

Phil Martin, Home User, Cornwall, England

"I'd like to mention how happy my wife and I are with the speed of your service. There's one problem though, my wife is addicted to online shopping!"

Bruce Ewen, Home User in Aberdeenshire, Scotland



European Satellite Operators Association



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