



European Satellite Operators Association



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Satellite Broadband - a Tool for Innovation, Integration & Competitiveness for Farmers

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European Satellite Operators Association - “ESOA”

ESOA's Satellite Operators



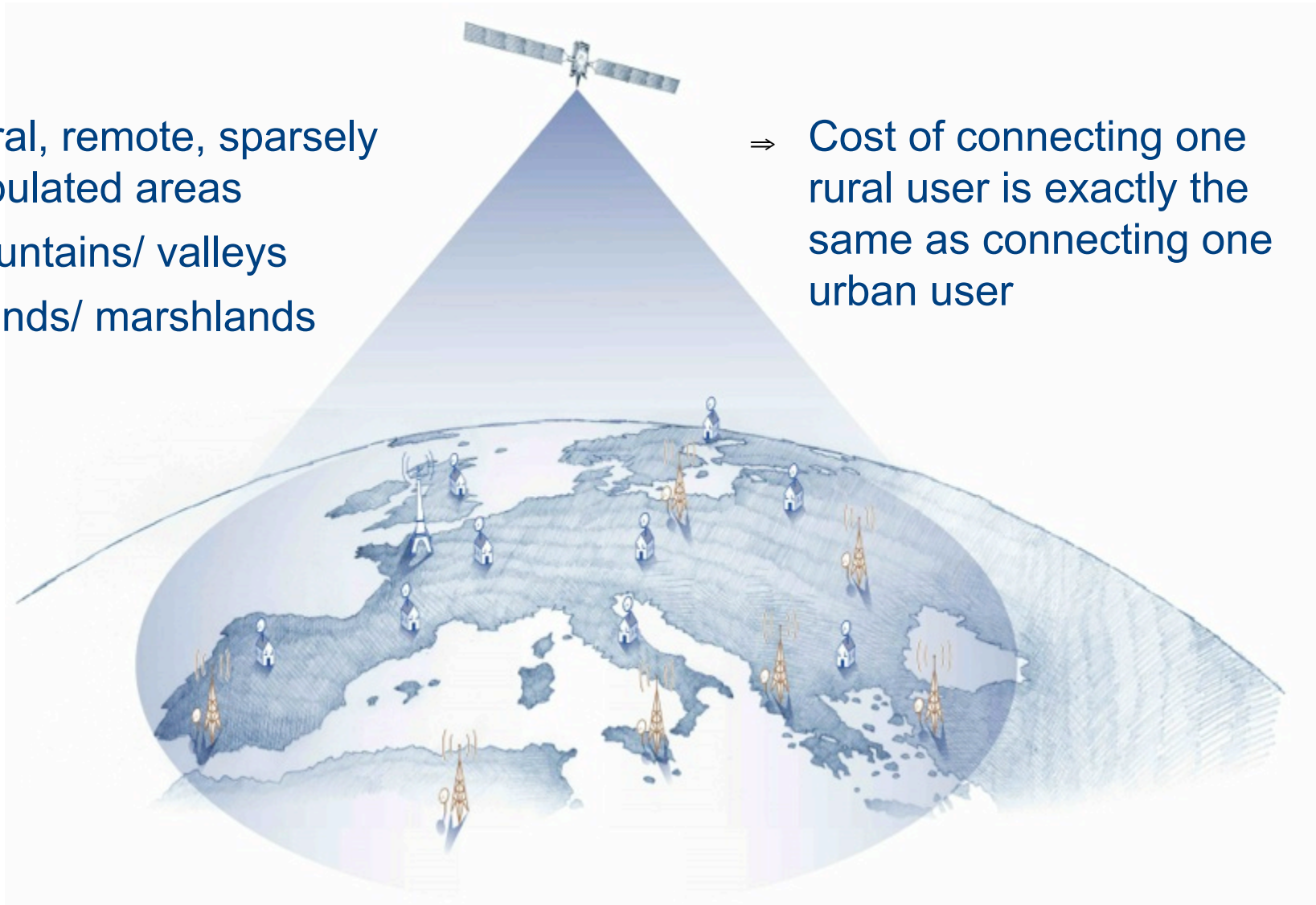
Supporting industry members & emerging operators



Satellites reach areas that other technologies cannot reach

- Rural, remote, sparsely populated areas
- Mountains/ valleys
- Islands/ marshlands

⇒ Cost of connecting one rural user is exactly the same as connecting one urban user



Some examples of satellite reach

Humanitarian relief ... where terrestrial infrastructure is destroyed



Some examples of satellite reach

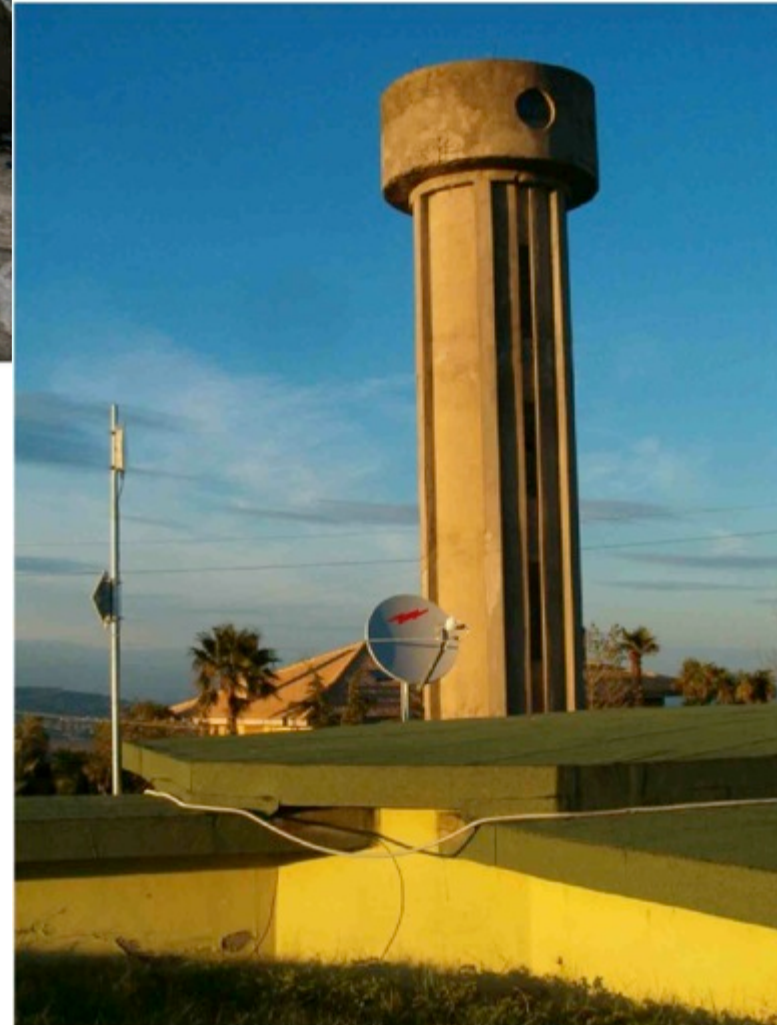
Security - on land &
on the high seas ...
where terrestrial
infrastructure is
unavailable





Some examples of satellite reach

Renewable energy
plants, monitoring
glaciers & volcanoes
... necessarily remote
areas





Serving **470 million households around the world with TV** - standard definition, high-definition, ultra-high definition ... with unrivalled cost & spectrum efficiency



Also serving customers throughout the EU with business grade broadband

CopaCogeca - ESOA ... why?

- One satellite can see & serve one-third of the earth's surface
- European satellite operators fly 175 satellites!
- Everyone in Europe - citizens, schools, hospitals, public authorities, businesses including **SMEs/farmers** - can be connected

Farmers & Their Needs

- **Farms are often located in the most remote areas** where the challenge is to deliver affordable broadband
- **Farms are businesses** that rely on broadband access to manage & operate successfully just as urban businesses do => any business in today's global economy substantially relies on broadband access
- **Farmers are increasingly required to interact online:** with government, customers & suppliers, especially with Governments pushing more services, such as tax management & farming subsidies, online, & increasingly often: online-only
- **Children & families of farmers need access to information** for school work or any type of distance learning, research, shopping, as well as social activities, important when you live remotely!

What choice do farmers have? They can wait ... for a long time ...

- National BB programs focus on large towns/ villages/ sub-urban areas but not truly remote rural areas: they reach a maximum of users but not all of them: the last 5-10% (mostly rural) are usually left out

Dig it yourself?



- Frustrated local farmers, small business owners, village residents
- 2 years of digging trenches/ laying ducting across miles of waterlogged fields, to the door of each property to enable 1Gbps!
- 520km fibre optic cable - total cost €3.1 million

“B4RN” Broadband for Rural North in UK
<http://b4rn.org.uk>

Use Satellite !



Satellite - available, affordable, viable, immediate



- 1 small 74cm dish - single cable to indoor modem - installed within 1 week
- ***Eligible for public funding*** - depends on Member State & region: France, Spain, Italy all have schemes, plus localised broadband initiatives
- 22Mbps download & 6Mbps upload speeds - Fully supported 24 hour Internet access for browsing, downloads, uploads, emails, telephone (Skype/VoIP), TV & video (YouTube & Catch-up TV) & other on demand services
- Dish can also be enabled to become a triple-play dish: TV/ Voice/ Internet
- One condition: you need to be able to see the sky!

No need to wait for a technology that may never arrive when you can have superfast - 22Mbps - broadband NOW

INTERNETANYWHERE

INTERNET ANYWHERE...the new name for Tooway Scotland

Home

Construction, Quarries,
Civil Engineering

Farming

Emergency Services

Small Rural Businesses

Residential

Products & Services

Contact us



Satellite broadband delivers reliable, faster internet access wherever you need it.

Internet Anywhere Ltd
Olympic Business Park
Unit 2D - Satellite House
Drybridge Road
Ayrshire KA2 9BE

Call us now on:

Farming

Farming in the UK is an increasingly digital business and faster internet can make a big difference to productivity. More and more farms sell produce online, the internet as a source of critical information is expanding rapidly, and an increasing amount of 'paperwork' must now be done online. What's more, modern applications designed to help farmers become more productive and competitive, (such as IceRobotics' Cow Alert) make use of broadband to deliver maximum benefit to farmers.

Some Examples: Scotland

Renseignements, Inscriptions



Cliquez-ici

Service Client

09 78 233 333

(appel non surtaxé)

du lundi au vendredi : 9h30-12h00 | 14h00 - 18h00

le samedi : 10h30-12h30 | 13h30-16h30

Espace abonné

Identifiant :

Mot de passe :

Se connecter

News

Découvrez votre subvention

Subventions régionales

Vivéole, l'Internet Haut Débit sur 100% du territoire

COMET ONLY

20 jusqu'à Mb/s

SANS ENGAGEMENT

Illimité nuit 23H-7H

TV Ready

à partir de 24,90€/mois

COMET PHONY

20 jusqu'à Mb/s

SANS ENGAGEMENT

Tel illimité France

Illimité nuit 23H-7H

TV Ready

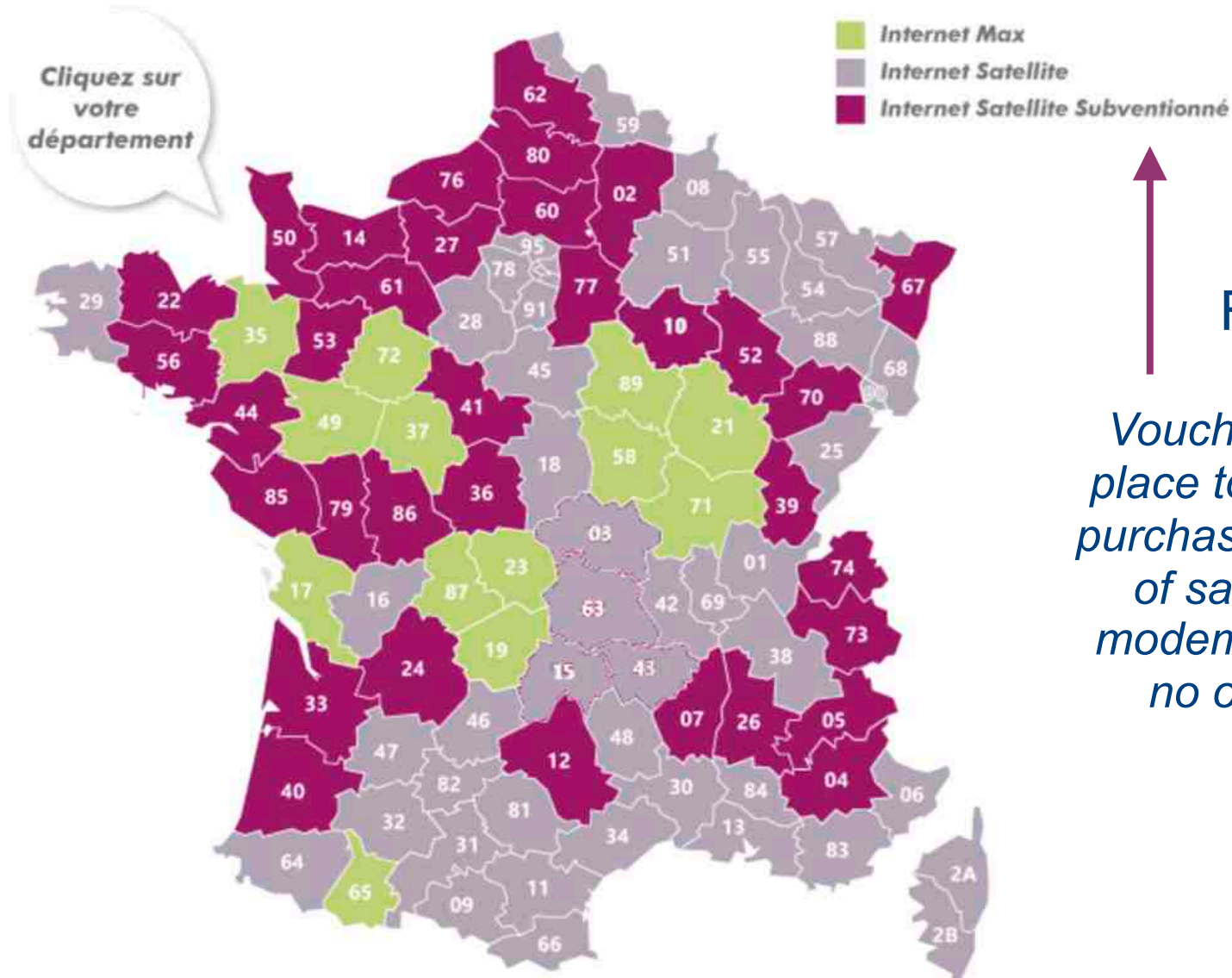
à partir de 29,90€/mois

France

Eligibilité

Dans le cas où vous ne seriez pas éligible à l'offre haut débit proposée dans votre département, vous pouvez bien sûr souscrire à l'offre Internet Satellite Vivéole classique.

Appelez au **0978 233 333** pour connaître les démarches pour obtenir votre subvention.



Voucher Scheme in place to cover cost of purchase & installation of satellite dish & modem to users with no other options

Műholdas internet

Versenyképes fix árak



Vidéken is, kiváló minőségű
szolgáltatás.

akár **22**
MBPS
letöltési sebesség



Some Examples: Hungary

Корпоративни клиенти

Интернет доставчици

Телеком оператори

Медии

Tooway

Търсене



Пакети Lite

Lite пакетите са подходящи за домакинства, които не са взискателни към скоростта и размера на трафика и биха искали да се възползват от по-ниските месечни такси.

Абонаментен план	Lite S	Lite M	Lite L	Lite XL
Максимална скорост на download, Mbps*	2	10	10	10
Максимална скорост на upload, Mbps	1	2	2	2
Трафик при максимална скорост**, GB***	2	10	16	26
Месечна такса (лв.)****	28,00	48,00	68,00	108,00

Пакети Tooway

Tooway пакетите предлагат по-висока скорост и по-голям размер на позволения месечен трафик.

Абонаментен план	Tooway M	Tooway L	Tooway XL	Tooway XXL
Максимална скорост на download, Mbps*	20	20	20	20
Максимална скорост на upload, Mbps	6	6	6	6
Трафик при максимална скорост**, GB***	10	20	30	50
Месечна такса (лв.)****	68,00	98,00	129,00	207,00

Some
examples
- Bulgaria

Welcome to Avonline plc.

Home of the UK's largest provider of the latest
22Mbps satellite broadband technology.



**Download
Speed** (up to)
22Mbps

**Upload
Speed** (up to)
6Mbps

RECOMMENDED FOR: All internet activities* (call us for advice on streaming in England & Spain)



Finland
Sweden
Norway
Denmark



FEATURES: Fastest upload speeds in Europe, 90 day no quibble FREE upgrade/downgrade guarantee.

All home user prices include VAT.

1

Monthly data package

This is the service and price that you'll use & pay for monthly.

Save £50.00 - FREE connection this month.

2GB

£17.95
per month

SELECT

10GB

£24.95
per month

SELECT

25GB

Uncapped
overnight data

£44.95
per month

SELECT

EXTRA (100GB*)

Uncapped
email/internet browsing

£74.95
per month

SELECT

Working with the National Farmers Union to Enable Wireless Hotspots

In UK Avonline supported the “Grand Depart” of the Tour de France & since then:

- Royal Yorkshire Show
- Royal Welsh Show
- Agco European Sales exhibition (10 days in France)
- Jamie Oliver’s Big “Feastival” with Red Tractor Ins.





Satellite-Enabled Wireless Hotspots

Back to Brussels



100% Broadband Coverage



100% Broadband Connectivity



Information on all available solutions



Information on mechanisms to procure/ deploy these solutions



BROADBAND FOR ALL

TOWARDS 100% COVERAGE

An initiative of



Supported by



BROADBAND FOR ALL

TOWARDS 100% COVERAGE

An initiative of



Supported by

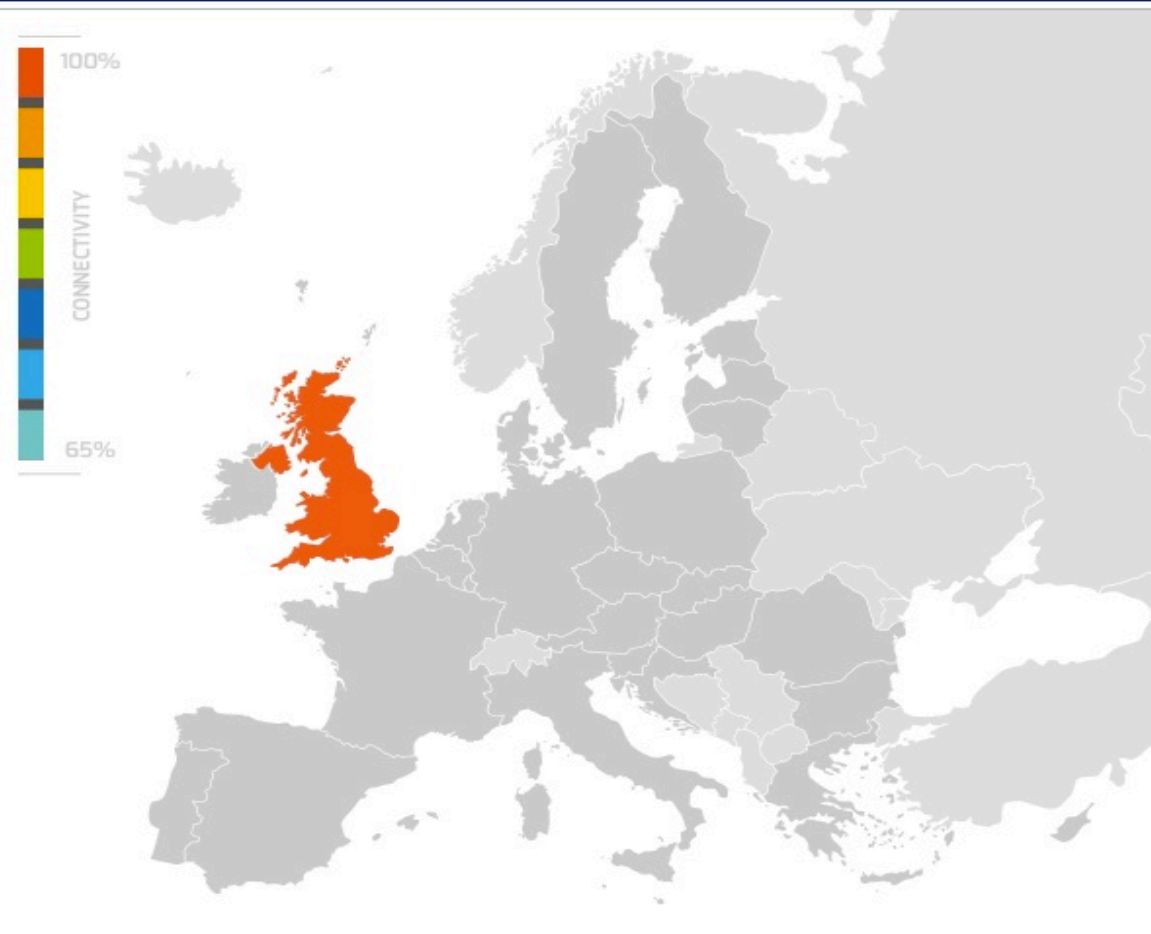


What is Satellite
Broadband?

Testimonials

Contact Us

Need internet? Click on your country!



Information →

The Digital Agenda for Europe calls for all citizens to have access to broadband internet. Satellite broadband is available to provide **100%** coverage in every member state.

Click on your country to find your local distributor.

EU Member State Data →



United Kingdom

	← 100% coverage *
	91-95%
	86-90%
	81-85%
	76-80%
	71-75%
	65-70%

Information for Public Administrations to support the roll-out of satellite broadband for 100% coverage

* Definition: Coverage is a supply indicator defined as the percentage of Households living in areas served by xDSL, cable (basic and NGA), FTTP or WiMax networks. Source: Digital Agenda ScoreBoard

BROADBAND FOR ALL

TOWARDS 100% COVERAGE

An initiative of



Supported by



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[Clique aquí para volver al mapa de Europa →](#)



[Datos del Estado miembro de la UE →](#)



España



← 98% de cobertura *

El 98% de España tiene acceso a conexión de internet de banda ancha. Usted forma parte del 2% que todavía no tiene acceso a ella? Póngase en contacto con uno de nuestros distribuidores y contribuya a cerrar la Brecha Digital!

[Datos de contacto del distribuidor →](#)

skyDSL Europe B.V. ▶
EuropaSat ▶
Europasat ▶
Tooway ▶
GlobaTel ▶
Mira Novas Tecnoloxia sl ▶
Stardsl gmbh ▶
Algarve ▶
Eurona ▶
Quantis ▶
Telefonica ▶

Thank you!

**www.esoa.net
sg@eso.net**