

# Scotland - Broadband Reach Project An Avanti Case Study

20 October, 2009



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## Broadband Reach for Scotland

- ❑ Broadband already available to 99% of Scotland's population through terrestrial and wireless networks.
- ❑ The aim of the Broadband Reach Project was to provide an affordable broadband service to everyone in Scotland that had a genuine access problem.
- ❑ The Broadband Reach Project therefore targeted "Not-Spots" to improve the social and economic wellbeing of the whole population of Scotland.
- ❑ While the numbers were relatively small, the profile of the project was high, with significant political and public interest.



# Effective Marketing Created Demand

- ❑ The Scottish Government ran a marketing campaign to capture in a single list the homes and businesses that were beyond the reach of existing broadband networks.
- ❑ The national campaign included print and radio to ensure effective coverage of the whole population.



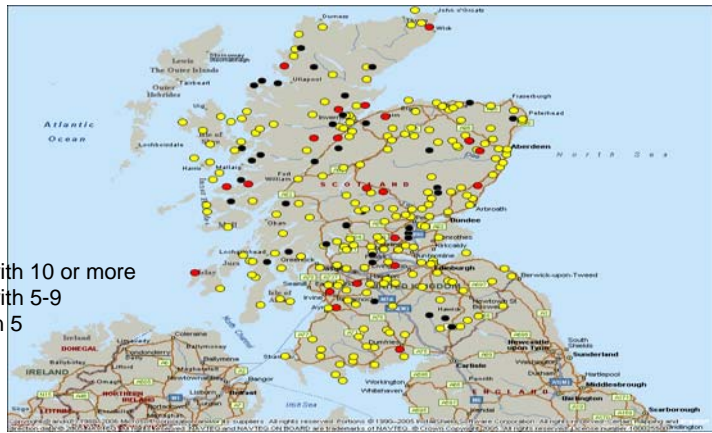
Register before Jan 18th, and let us sort out the problem.  
Broadband should now be available in almost every part of Scotland. If you have tried to get it, and weren't able to, we'd like to know about it. There's a very small minority of households who should be able to get broadband but cannot for technical reasons. We are going to solve this in 2008. So, if you've tried to get broadband and couldn't, register your details on [www.broadbandforscotland.co.uk](http://www.broadbandforscotland.co.uk) by 18th of January at the latest.

[broadbandforscotland.co.uk](http://broadbandforscotland.co.uk)



# The Outcome - Nationwide Not-Spots

- Cluster with 10 or more
- Cluster with 5-9
- Less than 5





## The Procurement Process

- ❑ A public sector procurement using the OJEU (Negotiated) process.
- ❑ Technology neutral to ensure all forms of broadband service delivery would be considered.
- ❑ The tender included broadband access, ISP services, billing and customer services.
- ❑ The list of potential customer addresses was made available to all final stage bidders.
- ❑ The £3.3m, 3 year contract was awarded to Avanti Communications.



## Avanti Delivered 3 Technical Solutions

- ❑ Direct satellite solution
  - Isolated users which could not be clustered with other homes or businesses.
- ❑ Wireless clusters
  - Small clusters of 4 or more homes or businesses within a 1-3km radius, serviced via 802.11 b/g/a wireless using WiPoPs (satellite backhaul).
- ❑ Long Range Wireless with terrestrial tails
  - Larger clusters of 30 or more homes or businesses serviced via 802.11 with bonded DSL tail circuits from nearest available exchange.



## End-User Pricing for Broadband Reach

<b>Consumer</b>			
<i>VAT inclusive</i>	<i>£</i>	<i>GB</i>	<i>£</i>
	<i>per month</i>	<i>Download Limit</i>	<i>Connection Fee</i>
AVANTI HOME 500kbps/256kbps	23.50	5	0
AVANTI HOME 1Mbps/256kbps	35.75	10	0
AVANTI HOME 2Mbps/512kbps	47.00	15	0
AVANTI HOME 3Mbps/768kbps	58.75	20	0
<b>Business</b>			
<i>VAT exclusive</i>	<i>£</i>	<i>GB</i>	<i>£</i>
	<i>per month</i>	<i>Download Limit</i>	<i>Connection Fee</i>
AVANTI PRO 512kbps/256kbps	25.00	25	0
AVANTI PRO 1Mbps/256kbps	35.00	25	0
AVANTI PRO 2Mbps/512kbps	45.00	25	0
AVANTI PRO 3Mbps/768kbps	58.75	25	0



## Scotland Broadband Reach Project Today

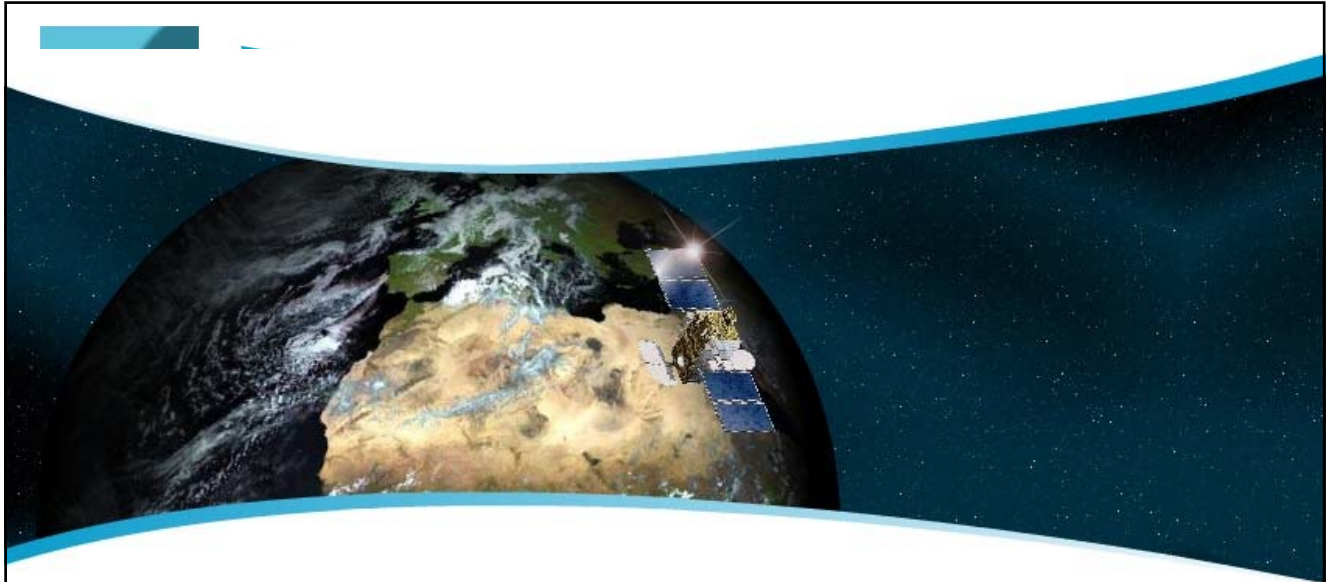
- ❑ Services marketed to over 4000 homes and businesses.
- ❑ Over 2200 customers connected.
- ❑ Rural broadband take-up now on a level par with fixed-line customers in Scotland (over 53%).
- ❑ Contract extended in July 2009 to connect more broadband have-nots.
- ❑ Customers will be migrated to HYLAS, offering up to 10Mbps/2Mbps, following launch in 2010.





# Avanti Broadband in Action - 2009





# Satellite Broadband – The EU Dimension

20 October, 2009

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## The Need for a Level Playing Field: The Past & Present

Satellite solutions have faced obstacles in terms of discriminatory treatment over the years. The most notable examples are:

- *Digital Switchover*: billions of euros poured into the upgrade of terrestrial systems when satellite has been providing digital transmission for decades for SDTV and now for HDTV.
- *2003 ICT Guidelines*: apply criteria for distribution of funding without considering specifics of satellite. As a result passive infrastructure (dark fibre etc) is supported.
- *Structural / regional Funds*: Very often satellites have been deliberately excluded as a potential solution.

*EU / EU Member States should ensure that satellite broadband is treated on a non-discriminatory basis and as an enabling technology for addressing BB connectivity requirements and minimising the Digital Divide.*



## The Need for a Level Playing Field: The Future

- EC preparing Recommendation on Next Generation Access (NGA).
- Satellites will also play a role in delivering NGA & BB (& not just to provide infill to many not-spots)
- Satellite industry is concerned that the EC proposals for "public funding for investment in new networks" for NGA may focus predominantly on fibre.
- Most bandwidth hungry applications under NGA are likely to be IPTV/ iplayer/ other video based applications which are well-suited for delivery via satellite broadcast or multi-cast:

*EU should ensure that such communications on NGA may not be construed as an EC recommendation to focus on any specific technology*



## Rural Problems and a Space Solution

- ❑ There is NO SINGLE TECHNOLOGY for providing Broadband, different geographies will be served by different technologies.
- ❑ Satellite Broadband provides the most cost effective means of reaching rural and remote populations.
- ❑ New generation satellites can provide Next Generation broadband capability across Europe.
- ❑ The Space industry has the high value added, R&D intensive industrial base to build and operate such satellite systems.

