



Broadband via Satellite

Europe & North Africa Outlook for the Residential Market (2nd Edition)

Innovation Reports

After having met with mixed results, two-way satellite access has been enjoying a upswing in popularity over the past two years. This report examines recent developments in the United States, Asia and Europe, then analyses the issues involved in rolling out these services and assesses the opportunities tied to the deployment of fixed satellite access services in residential markets in Europe and North Africa.

Key questions

- What is the actual market outlook for satellite technologies when competing with terrestrial, wireline and wireless technologies?
 - What positioning scenarios would be the most relevant for a satellite operator, given the features of the broadband market in the different geographical zones being examined?
 - What advantages does use of the Ka band bring?
 - What are the market drivers and issues surrounding the offer's structure?
 - Satellite, WiMAX, 3G: who will win the battle to reduce the digital divide?
- > Report delivered with a database broken down by country





Broadband via satellite

Europe & North Africa - Outlook for the Residential Market

2nd Edition

1. Introduction

2. Methodology

3. Satellite: a Key Technology for Providing End-user Access?

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3.1.2. Technical specificities

3.1.3. Economic advantages

3.1.4. Increasingly competitive commercial offers

3.1.5. Latency not a major obstacle

3.2. A technology back in the news

For each case study:

- Technical infrastructure

- Services offers

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3.2.2. In Asia

3.2.3. In Europe

4. Competition for Terrestrial Technologies

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4.1.5. Market development

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- Zone 2: Divide steadily closing

- Zone 3: Developing slowly

- Zone 4: Lasting digital divide?

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- Long-term strategic positioning

- Market potential for satellite

Case studies:

- Avanti Broadband

- Eutelsat Tooway

- Hughes Communications

- IPSTAR

- SES Astra

- Telesat

- ViaSat

- Wildblue Communications

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Database (Excel)

Countries covered

<ul style="list-style-type: none"> • ALGERIA • AUSTRIA • BELGIUM • BULGARIA • CZECH REPUBLIC • DENMARK 	<ul style="list-style-type: none"> • EGYPT • ESTONIA • FINLAND • FRANCE • GERMANY • GREECE 	<ul style="list-style-type: none"> • HUNGARY • IRELAND • ITALY • LATVIA • LITHUANIA • LIBYA 	<ul style="list-style-type: none"> • MOROCCO • NETHERLANDS • NORWAY • POLAND • PORTUGAL • ROMANIA • SLOVAKIA 	<ul style="list-style-type: none"> • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TUNISIA • TURKEY • UNITED KINGDOM
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Data analysed

<ul style="list-style-type: none"> • GDP per capita • Population (total, urban, rural) • Density • PC penetration 	<ul style="list-style-type: none"> • DSL coverage • Broadband subscriber base (DSL, Cable, FTTH, others) • Terrestrial broadband prices 	<ul style="list-style-type: none"> • DSL subscribers by speed • Cable subscribers by speed • Satellite equipped households • Households subscribing to satellite
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