



# Bridging the Connectivity Gap to a Better World

Today, around 600 million people live in areas without access to mobile broadband coverage, most often the only means to connect to the internet. Mobile network operators, although eager to meet connectivity needs, face significant challenges in building out mobile network infrastructure in rural and hard-to-reach areas.

## Unserved Communities Worldwide

**600m**

**People** without access to mobile broadband (often the only means of connecting to the internet).

Source: GSMA

**346m**

**Youth**, ages 15-25, who are not online.

Source: Unicef

**87%**

**Network connections** are made via mobile broadband in developing countries.

Source: GSMA Report

## Why Terrestrial Backhaul Alone Isn't Enough



### Cost

Running fiber or microwave backhaul infrastructure over long distances (and challenging terrain) is cost-prohibitive.



### ROI

Small population density and low ARPU in rural communities makes it difficult to recover investment.



### Time

Building out terrestrial backhaul infrastructure over long distances can take months, a year, or even longer.

## Achieve More with Mobile Backhaul via Satellite

6 Reasons to Include Satellite Backhaul in Network Planning Strategies



### 1. Cost-efficient Backhaul

Advanced satellite technologies means bandwidth can be cost-effectively distributed dynamically to hundreds—even thousands—of sites using smaller antennas..



### 2. Worldwide Coverage

Extend coverage to more users and things. Intelsat's fleet of geostationary satellites cover 99% of the world's populated areas.



### 3. Network Continuity

When network outages occur from damage to terrestrial backhaul, satellite backhaul can be used to keep users connected everywhere they live, work, and play.



### 4. Faster Deployment

Building out mobile coverage into rural and hard-to-reach areas using terrestrial backhaul takes time. Why wait? Quickly connect rural sites with satellite backhaul.



### 5. Fiber-like Connectivity

Advancements in satellite hub and modem technologies utilize forward error correction, TCP acceleration, and caching to support the best user experience possible.



### 6. Professional Services

A full suite of professional services meet the unique planning and implementation needs of every customer.

Welcome to a new world of greater connected possibilities with satellite-powered mobile backhaul.



### SPOTLIGHT

## The Benefits of Mobile Broadband in Europe

A large portion of Europe's population live in rural areas. Many of these areas lack access to quality 4G coverage. Now, more than ever, mobile operators have an opportunity to connect more subscribers in more places, particularly rural and remote areas.

**170m**

**Approximate number** of Europeans living in rural areas

Source: The World Bank Group

**>30m**

**People in Europe** who are not covered by 4G mobile broadband

Source: GSMA Intelligence



**Take Germany, for example.** Many rural villages, communities, and small towns have little or no mobile broadband coverage, leaving locals and visitors struggling to connect to critical services or distant friends and family.

**>800K**

**Germans** without access to 4G coverage

Source: The World Bank Group



## Challenges

What German mobile users are up against



### Inability to connect everywhere

Rural residents, tourists, and travelers are unable to connect wherever and whenever they need (or want) to.



### Freedom to connect anywhere

Connects Germans no matter where they live, work, or play—and keeps them connected.



### Limited access to critical services

These rural villages are mostly populated by older residents, who will increasingly require mobile connectivity for services like telehealth.



### Access to the services they need

Ensures that this older population can connect to family, medical professionals, and government services.



### Risks to farming communities

Rural farming communities require quality connectivity to thrive.



### Access to online resources

Gives rural farmers the solutions to support knowledge transfer, training, and marketing of agricultural products.

## Experience Reliable, Always-on Coverage With IntelSat

For over 50 years, IntelSat has used its advanced, high-throughput satellite fleet to support broadband services in multiple industries, providing the expertise, quality, and cost-effective solutions organizations need to make their network services a success.

## Achieve More By Connecting More

Get started today gaining more market penetration by including high-performing, cost-efficient satellite backhaul as part of your mobile network planning strategy.



**Connect More Users in Hard-to-Reach Places**



**Cover More Remote Areas**



**Achieve More Business Goals**

## Are You Ready to Connect the Rest of the World?

Expand the reach of mobile broadband coverage efficiently and cost effectively. Learn more about the advantages of satellite backhaul today [intelsat.com/connect-more](https://intelsat.com/connect-more).



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