Global Communications via Satellite

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What is ESOA?

ESOA represents **ALL European satellite operators** who operate 90 satellites worldwide.

The Association works with policy-makers to ensure that satellite technology and services are taken into proper account in the delivery of public sector objectives so citizens **all over the globe** can benefit from them.

The availability of satellite services depends on political support, a favourable regulatory environment, a fair industrial policy and awareness.

The Members of ESOA are:
One Satellite can see & serve one third of the globe

- Simultaneous service delivery to millions of users in many countries through a single integrated infrastructure
- No physical connection needed; wireless connectivity
- Immune to events that disable terrestrial cable & cellular networks: often used for emergency communications
An Example of Satellite ‘Footprint’

- All countries under the satellite beam can receive a signal & services: *technically and naturally* they are open to satellite services.
- Satellite operators depend on open markets & this unique feature to enable worldwide service to nearly every community on Earth.
- Some governments impose regulations to keep markets closed to ‘foreign’ satellites.
Some Barriers to Offering Satellite Services

- **Discriminatory Licensing Procedures**
  - burdensome requirements, high regulatory fees, &/or applied only to foreign satellite operators

- **Local Presence Requirements**
  - requires foreign satellite operators to establish a national company

- **Monopoly Treatment**
  - prevents foreign satellite operators from accessing the market directly & obliging them to sell through the incumbent operator

- **Invoking Security Concerns**
  - fears that undesirable customers might transmit over foreign satellites &/or might not be controllable

- Some countries/groups have recently overcome these barriers, including Cariforum, Ukraine (new WTO member) and Vietnam
The world has seen a general telecom liberalisation over the last 10 years but we still see three types of satellite markets:

1. Those *countries with their own satellite programmes* who wish to protect them
2. Those countries who want to control completely the type and the content of the services
3. Those *countries who allow all satellite operators to serve their markets*

⇒ All of them will benefit from open markets:

⇒ Whether in developed or developing countries, many people remain unconnected – satellite connectivity often is their only communications link
⇒ Established satellite operators are often involved in extensive & innovative development projects
⇒ National satellite systems are generally designed to illuminate more than national territory - open markets allow all operators to serve multiple countries, & benefits users with competitive satellite capacity & services
⇒ National governments have full control on licensees authorized to provide telecom services in country
Best prices & maximum choice of products for consumers

Competitive domestic market & healthy environment for innovation drives a country’s growth in the sector & generates efficiencies that spill into other sectors as well

- E.g. In Europe a variety of digital TV platforms exist & satellite has a good share complementing terrestrial operators especially in rural & mountainous regions. Satellite broadband services connect rural areas with the internet

- Satellite drives the development of new services such as high-definition TV & mobile TV (e.g. Korea/ Japan) and new cheap satellite broadband services

Aid & development issues: foreign operators are often the bearers of key applications such as tele-education/ tele-medicine or the initiators of novel local projects that enable otherwise unconnected communities to develop

Satellite technology can provide governments with independence and immediate connectivity in times of disaster & are an essential communications back up for national telecom network continuity in case of cut terrestrial lines
Some countries raise security concerns as a reason for excluding foreign satellites

- Fixed Satellite Services: Need to ensure that those who ‘uplink’ to a satellite are responsible entities operating according to authorised procedures/with licenses (FSS) - this requirement should not differ between foreign & domestic satellites.

- Mobile Satellite Services: Beyond a receiver, no physical infrastructure is required locally to receive a satellite signal. However, some countries often impose the presence of a local gateway on the territory
  ⇒ *Alternative solutions often satisfy security concerns even better than local gateways*

⇒ Security concerns can be addressed but require a dialogue with the satellite operator
Crisis Management – Tsunami
Crisis Management – Earthquake in Peru
Satellite Solutions are here and NOW! Let us contribute to Sustainable Development
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