

# 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 Latin America and the Caribbean

Using terrestrial backhaul to expand mobile coverage to sparsely populated rural communities in Latin America and the Caribbean is impractical, often due to their remote, hard-to-reach locations.

**652.5m**

**people** live in Latin America and the Caribbean

**52.2m**

**of people** aren't covered by mobile broadband in Latin America

**9.9m**

**of the uncovered population** live in rural areas

**7m**

**In places like Peru**, for example, nearly 7 million people live in rural communities. These communities represent a large portion of the indigenous population.

**Mobile broadband opens doors to social and economic progress for unconnected communities** by providing access to opportunities and information that can fuel personal and community growth.

## Challenges

Facing Peruvian Mobile Users



### Challenging terrain

Rural communities surrounded by thick forest, high mountains, or large rivers make it difficult to install fiber or microwave backhaul.



### Poverty

Rural Peru, particularly the indigenous communities, are often struck hardest by challenging economics.



### Reliance on agriculture

Rural communities like these are highly dependent on local agricultural practices to survive.

## Solution

Satellite Backhaul Provides



### Access to reliable connectivity:

Helps provide quality mobile broadband coverage, no matter how remote or hard to reach.



### Access to education:

Brings access to online education and resources to help individuals and communities rise out of poverty.



### Access to information:

Makes access to online weather forecasts and important information like farming best practices and resources possible.

## 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).