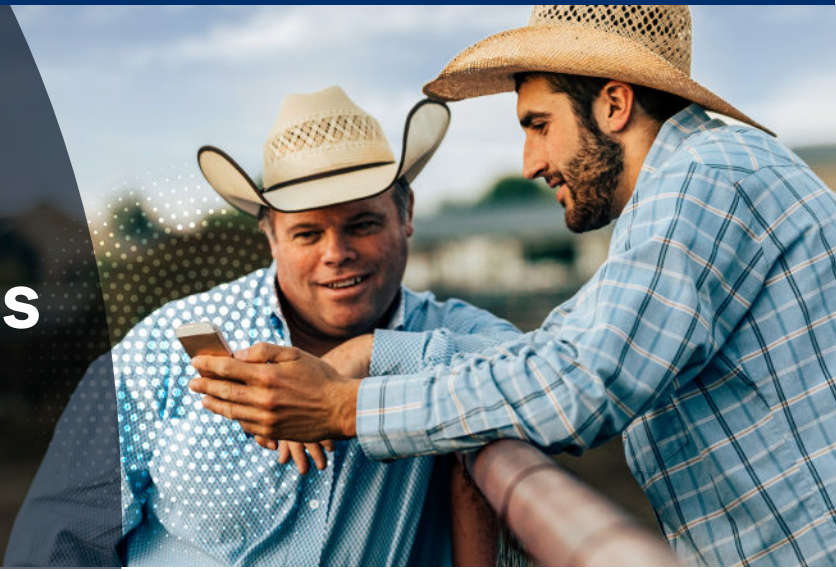


# Bridge Cellular Connectivity Gaps in Australia

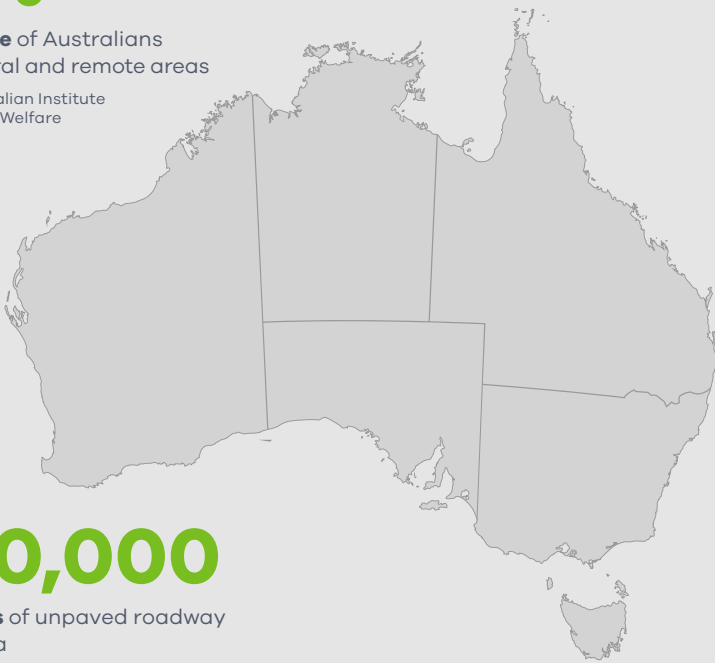


Mobile network operators, although eager to meet connectivity needs, face significant challenges in building out mobile network infrastructure in rural and hard-to-reach areas. While most Australians can readily access 4G LTE mobile broadband, many rural communities and seasonal destinations have little or no mobile broadband coverage.

## 28%

**Percentage** of Australians living in rural and remote areas

Source: Australian Institute of Health and Welfare



## 400,000

**Kilometers** of unpaved roadway in Australia

Source: Australian Government Department of Infrastructure and Regional Development

**Whether traveling through or living in these rural areas,** a lack of widespread reliable mobile broadband connectivity leaves locals and visitors struggling to connect to critical services.



## \$875m

**Total funds** invested to date under the Australian government Mobile Black Spot Program (MBSP)

Source: Mobile Black Spot Program

## Challenges

Facing Rural Australian Mobile Users



### Spotty service puts lives at risk

A lack of broadband coverage limits the availability of professional health care and emergency response services.



## Solutions

Satellite Backhaul Provides

### Connectivity to critical services

Connects visitors and residents to medical professionals and emergency services when needed.



### Dead zones hurt rural economies

"Black spots" in mobile broadband coverage hamper local business operations and deter tourists who want to stay connected.



### Connectivity for business and pleasure

Keeps visitors connected and the tourism economy thriving.



### Remote workers can't connect

Limited mobile broadband coverage means remote workers can't connect to co-workers or corporate offices easily.



### Connectivity for remote workers

Gives remote workers access to co-workers and corporate networks via smartphone, tablet, or mobile hotspot.

## 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.

## Experience Reliable, Always-on Coverage with Intelsat

For almost 60 years, Intelsat has used its advanced, satellite and ground network to support voice and broadband services around the globe, providing the expertise, quality, and cost-effective solutions organizations need to successfully deliver communications services.



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



**Cover More**  
Remote Areas



**Achieve More**  
Business Goals

## Get Ready to Connect the Rest of Australia

Whether you have the expertise to integrate satellite capacity yourself, or want to leverage Intelsat's managed CellBackhaul solution to take care of all the satellite components for you, start expanding your footprint and growing new business by including high-performing, cost-efficient Intelsat backhaul as part of your mobile network planning strategy.

Learn more about the advantages of satellite backhaul today.

[intelsat.com/connect-more](https://intelsat.com/connect-more)