

Bridge Cellular Connectivity Gaps in Brazil



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 Brazilians can readily access 4G LTE mobile broadband, many rural communities and seasonal destinations have little or no mobile broadband coverage.

40%

Percentage of Brazilian territorial units not covered by 4G services

Source: Brazil Ministry of Communications

30%

Percentage of federal highways not covered by any cellular technology

Source: Brazil Ministry of Communications



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.



10m+

Between 10 and 20 million Brazilian people live in areas without even 2G coverage

Source: 5G for Remote Areas: Challenges, Opportunities and Business Modeling for Brazil (January 2021 report)

Challenges

Facing Rural Brazilian Mobile Users



Spotty service puts lives at risk
A lack of broadband coverage limits the availability of professional health care and emergency response services.



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 Brazil

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