

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 the United States

While most Americans can readily access 4G LTE mobile broadband, many rural communities and popular recreation areas have little or no mobile broadband coverage.



~11%

Percentage of nation's road miles without 4G LTE coverage

Source: FCC

97%

Percentage of land area in the U.S. considered rural

Source: U.S. Census Bureau

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



~46m

Population of Americans living in rural areas

Source: Center for Disease Control

Challenges

Facing Rural American Mobile Users



Spotty service puts lives at risk

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



Dead zones hurt rural economies

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



Remote workers can't connect

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

Solutions

Satellite Backhaul Provides



Connectivity to critical services

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



Connectivity for business and pleasure

Keeps visitors connected and the tourism economy thriving.



Connectivity for remote workers

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

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.



- intelsat.com
- [linkedin.com/company/intelsat](https://www.linkedin.com/company/intelsat)
- twitter.com/Intelsat
- [facebook.com/Intelsat](https://www.facebook.com/Intelsat)
- [youtube.com/user/IntelsatMedia](https://www.youtube.com/user/IntelsatMedia)