



Satellite Broadband: High Speed Internet Everywhere

Steven Hill President Satellite Broadcasting & Communications Association

www.sbca.org | 800-541-5981 | info@sbca.org



Satellite Broadband - Past

- First generation product
- Slow speed 3-10Mps
- Data caps
- Limited capacity
- Over 1,000,000 customers
- 2 service providers





Satellite Broadband - Today

- New satellites in 2017
- 25/3+Mbps everywhere
- 100Mbps in select markets
- Unlimited plans
- No hard data limits
- Focus on rural and underserved markets
- Over 2,100,000 customers





Satellite Broadband-Applications

- Streaming
- Residential
- Business
- Online Learning
- Government
- Tele-health
- Airlines
- VoIP/ZOOM
- Agriculture
- VolP
- Continuity





Satellite Broadband-Pandemic Impact

- Increased volume of new customers
- Typical install 3-5 days
- Traffic shift (eve-day)
- Network management to ensure connectivity
- No disconnects for no-pay
- Increased bonus time





What Consumers Are Saying

- The New Bethel African Methodist Episcopal (AME) Church in Monticello, FL.
 'Thank you, Jesus! We can finally do everything we need to do,'"
- Tusa Consulting Services a national public safety firm. "It's been so reliable that sometimes I forget it's there because I never have to do anything to it," owner Nick Tusa said.
- Six Forty Homestead LLC a model of small-scale agriculture. "We use HughesNet to process transactions, upload photos and new product descriptions and take orders through the Web site,"
- Crisp Point Lighthouse in Michigan disconnected their phone service and now uses satellite for its phone service with HughesNet Voice.



Satellite Broadband – Disaster Recovery and Relief



- Easy set up and removal
- Fast high-speed communications
- Short and long-term relief
- Refugee centers
- Medical
- Public safety
- Government

- Currently supporting hurricane, fire, flood and tornado relief
- Puerto Rico, Mexico Beach, Sonoma County, South Texas and many more locations.
- Over 250,000 hours of service donated





Satellite Broadband – 2021

- Hughes and ViaSat launch new satellites
- 8-10X more capacity
- 100Mbps++ nationally
- 100% private investment
- Proven technology





Satellite Broadband – Low Earth Satellites (LEO)

- SpaceX, Amazon, One Web
- In beta (SpaceX)
- Requires 12,000+ satellites for full coverage and performance
- Lower latency than GEO
- Speeds to improve as networks expands
- \$16,000,000,000 for full deployment (per SpaceX)





Satellite Broadband-Future

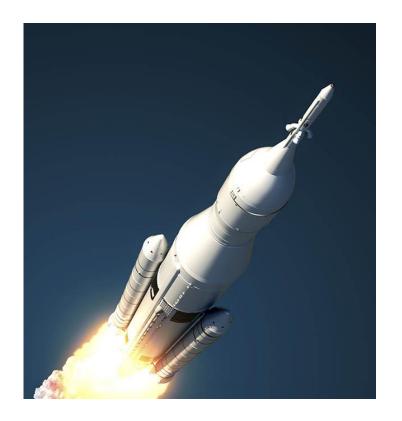
- Telemedicine
- Smart Agriculture
- IoT
- 5G
- Continued private
 investment
- Technology advancement
- Growth opportunity





What States Should Consider

- Technology neutral policy
- Time to deploy
- Per subscriber funding vs per home passed
- Last mile equipment subsidresulting in lower consumer costs.







Thank You

Questions?

www.sbca.org | 800-541-5981 | info@sbca.org