



The Business Case

In Europe, despite the increasing roll-out of terrestrial DSL services, some 10 to 40% of all households are still deprived of fast DSL-like services, with only the alternative of using slow and costly PSTN connectivity.

The European Commission has made broadband access for every citizen a top priority. Viviane Reding, EU Commissioner for the Information & Media stated :”Broadband connections are a pre-requisite for eBusiness, growth and jobs throughout the economy. They must not be limited to big cities.”

The Challenge

The challenge for SES-Astra was the ability to offer to such deprived households, a DSL-like experience over satellite at competitive rates and with easy-to-install user equipment at an affordable price, and still create a profitable business model: it needed to be Easy to use, Easy to install, and Easy on the budget. Furthermore, it had to be a highly innovative service offering not only high-speed Internet access, but also high definition television, and telephony all of this over a single satellite antenna.

In addition, SES needed to define a working business model and a go-to-market strategy, allowing them to distribute the service over a wide geographical area.



The Solution

The solution was found with the Sat3Play® technology developed by Newtec, because it combines a really affordable terminal with the highest possible bandwidth efficiency.

Ferdinand Kayser, President and CEO of SES Astra:

“ASTRA2Connect is a great innovation that brings broadband internet access to everyone - whenever and wherever. The end-consumers will benefit from an affordable and always-on two-way connectivity. We are proud to offer this revolutionary satellite-based infrastructure and envisage extending ASTRA2Connect to other regions of the world in the near future.”

The service developed by SES Astra, called **ASTRA2Connect**, initially targets homes in Germany and areas of Europe which cannot easily get terrestrial or cable broadband internet services.

The business model consists of a wholesale model to large European service providers such as telecommunications operators, internet service providers and broadband operators that target the residential and small enterprise markets. The Sat3Play® system is a multi-service provider platform, giving the possibility to ISP's to create tailor made services in line with their targeted market segments, without having to invest in a full system.

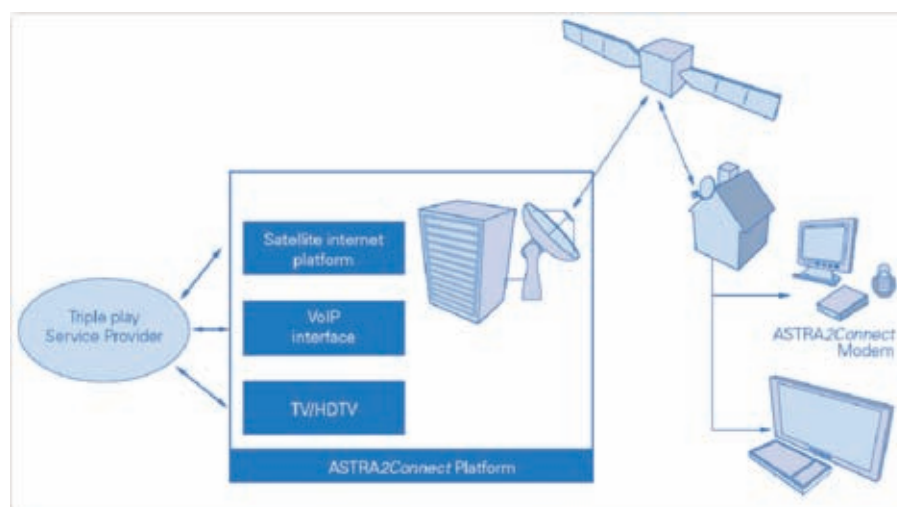
The solution revolves around 3 basic principles:

“Easy to use” The small user terminal is built around the “plug & play” principle. It requires no configuration either on the user terminal or on the user PC. Just plug it in and enjoy the broadband experience.

“Easy to install” Point & Play®, a patent pending technology, is an innovative self-installation system available on Sat3Play® satellite broadband access terminals. The system consists of an antenna pointing tool (shipped with every terminal), combined with advanced software embedded in the indoor modem. Point & Play® allows the installer, be it a professional installer or the end-user, to easily position the antenna correctly by providing identification of the satellite and feedback on both signal quality and lock.

The Point & Play® system does not require any software to be installed on the end-users' computer.

“Easy on the Budget” avoids consumers being put off by a high initial price of the equipment at the end-user premises. One of the first ISP using the wholesales services of SES Astra, Filiago, offers the complete terminal set at a purchase price just above 300 euro. From a service offering perspective, Filiago offers 3 different Service Levels, starting as low as 19,95 euro per month for the entry level, and rising up to 39,95 euro per month depending on the consumer's need for speed. Later on, Filiago and other ISP's have added VoIP, TV and radio services.



Sat3Play® allows development of true triple play service offerings