

# C-BAND SATELLITE: ONE RESOURCE FOR MANY SECTORS

## Mobile Backhaul



Backhaul for mobile networks in rural areas

**2.9 billion people** living in rural areas in Africa and Asia

In Indonesia between **6 - 15 million** mobile subscribers are served with the help of C-band, representing a total market value of up to **\$558 million**

## Oil and Gas



**6.9 billion barrels** are extracted every year in tropical regions

Losing C-band connection for one day on a platform can cause losses of **\$15 million**

Reliable connectivity for **exploration, extraction and monitoring**

## Maritime



**50,000 merchant vessels** delivering most of the world's products

**Connectivity** for trans-oceanic shipping and cruises

**12,000** maritime C-band terminals are currently in use

## Broadcasting



Broadcast distribution to terrestrial networks and more than a billion end-users

C-band protects TV audience of **140 million** users in Africa from service disruption due to rain fade

C-band helps distribute **372** TV channels across Africa

## Banking



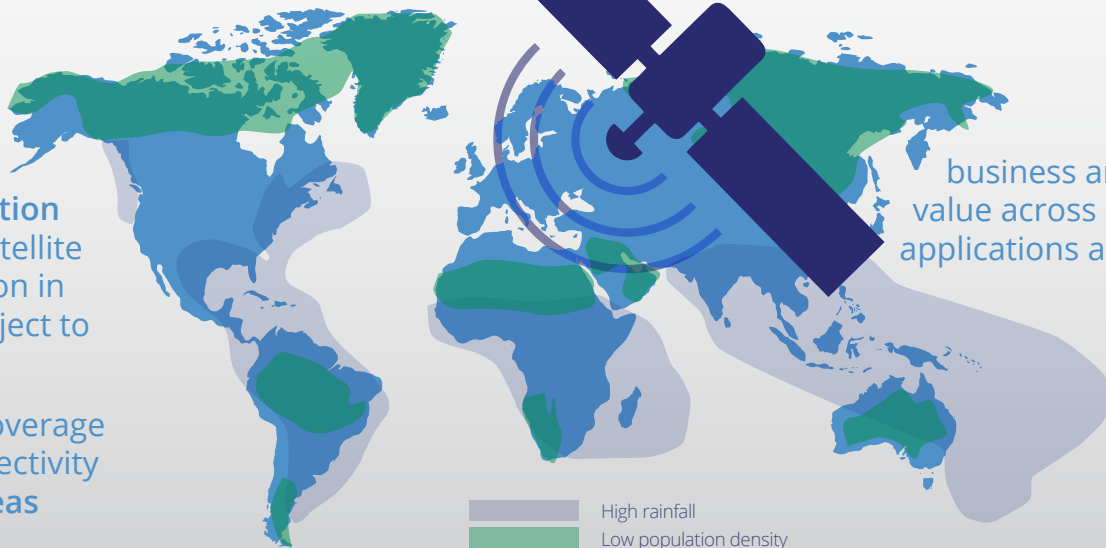
Connecting bank branches, **ATM networks**, and trading platforms

**1.1 million** ATMs in Asia Pacific serve **1.8 billion people**

**75000 antennas** use C-band to dispense **\$400 million** per day in Indonesia alone

The only solution for reliable satellite communication in countries subject to high rainfall

Worldwide coverage enables connectivity in remote areas



**C-BAND** business and social value across different applications and users

## Meteorological



Distributes operationally and time critical **meteorological data**

C-band is central to the operation of **meteorological networks** in tropical and remote areas

Distribution of forecast data via C-band allows populations to prepare for **adverse weather** events

## Health



**Tele-medicine**, connectivity for hospitals and medical centres

**2.3 billion people** in rural areas across Asia have limited access to adequate healthcare facilities

**150,000 people** treated every year in India alone with the support of C-band

## Humanitarian



Connectivity for **field offices**, programme deployment, **disaster management** in remote and tropical areas

Humanitarian agencies target **70 million people** every year

C-band facilitates the delivery of **\$3.2 billion** of humanitarian aids to Sub-Saharan Africa

## Government



**E-government**, connection for local and regional, specially in remote regions

**E-government** solutions facilitate efficient delivery of services to underserved areas across Asia and Africa

In Nigeria government network projects using C-band are estimated to generate cost savings of **\$70 million** per year

# ASSESSING THE VALUE OF C-BAND

In order to assess the value of C-band, it's necessary to effectively capture the benefits it brings to different stakeholders, as well as the extent to which these benefits can be provided by other technologies. The following steps would be required to arrive at an assessment of C-band value:

## 1. Identify the market players:

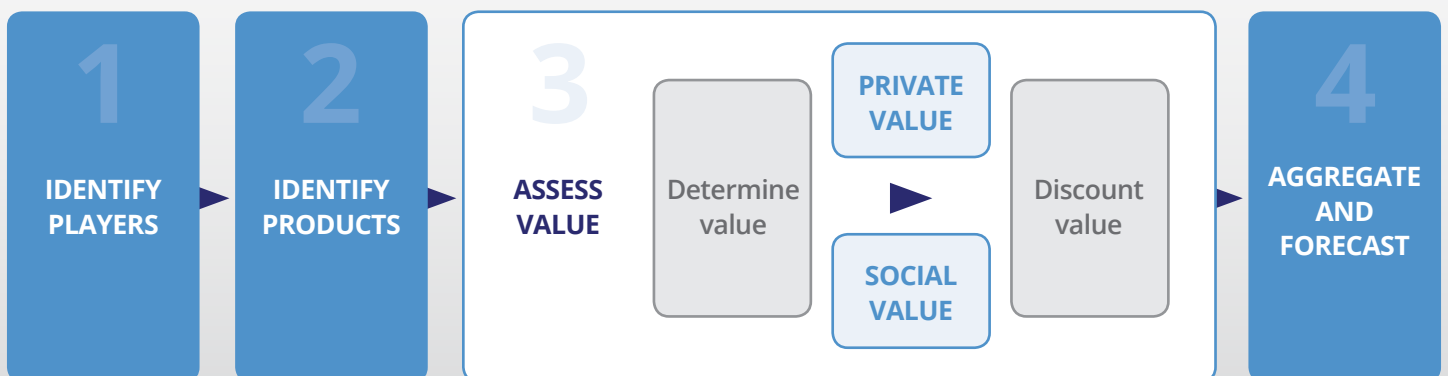
This first step aims to map the range of stakeholders involved in the C-band ecosystem, namely:

- ▶ Identify the service providers (e.g. satellite operators)
- ▶ Identify the users (e.g. firms, public authorities, international organisations, NGOs)
- ▶ Identify the sectors (e.g. oil & gas, financial, education) and regions in which these users and providers operate

## 2. Identify the products and services:

This step aims to understand the variety of products and services that use the C-band. Specifically it aims to:

- ▶ Identify the products and services offered by service providers (e.g. access to networks to VSAT equipment)
- ▶ Identify the activities of C-band users (e.g. tele-medicine, oil and gas extraction, financial trading platforms)



## 3. Assess value:

This is central to the valuation and involves the following sub-steps:

- ▶ Private value, including both the prices paid by users to service providers, as well as benefits derived by users from activities relying on C-band
- ▶ Social value, which includes broader benefits to society resulting from C-band-enabled activities (e.g. humanitarian aid, tax revenues from the oil and gas sector)
- ▶ Discount value, to determine the value which can be directly attributed to C-band: where an activity is only possible with C-band, the value of C-band to the particular user will be equal to the value generated by this activity. Where the C-band is needed only for an aspect of the activity (e.g. due to extra coverage or reliability) or can be substituted with a different technology, the value of the activity should be discounted.

## 4. Aggregation and forecast:

Finally, the value to different users and service providers would need to be aggregated and forecast. This can be done for specific sectors or geographies.