

# WildBlue Communications Inc.

## **SATELLITE BROADBAND: BRINGING BROADBAND TO RURAL AMERICA**

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# Satellite is integral to solving the broadband gap in rural America

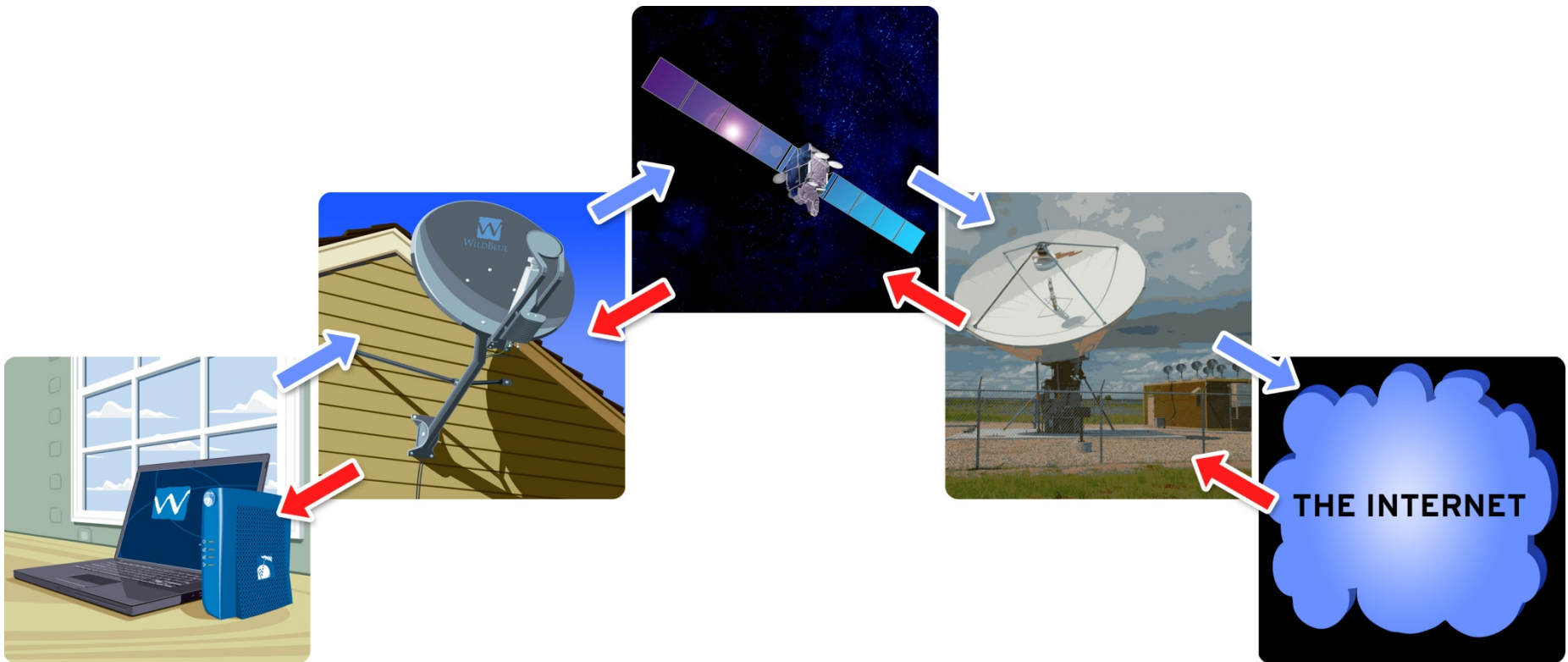
- **Satellite broadband today serves nearly 1,000,000 customers in the U.S., primarily in unserved and underserved markets**
  - More than 5+ million customers projected within the next 5-7 years
- **Provides ubiquitous coverage of the 48 contiguous states – only technology to target and reach 100% of rural America with a single deployment**
- **Cost effective solution for providing broadband to rural, hard to reach areas of the U.S.**
  - For highly rural areas, lowest cost per home passed
  - Unlike other technologies, economics are independent of population density
  - Unique ability to aggregate traffic across a highly dispersed geographic area – no middle mile issues
- **Next Generation satellites will deliver significantly more bandwidth and speeds to the consumer.**
  - 10 Mbps x 1 Mbps service offerings, including VOIP



# How Satellite Broadband Works

- Very high capacity satellites
- Efficient use of bandwidth

- Low cost per home served
- Ubiquitous coverage



# FCC Policy Recommendations

- **Technology neutrality is critically important**
  - Rules can inadvertently exclude or create hurdles for technologies, e.g., BIP/BTOP mapping requirements for nationwide projects
- **Balance economics vs. service capabilities**
  - Each technology has optimal deployment characteristics
  - Market by market analysis of factors such as population density, topography, community needs
  - Cost-effectiveness and sustainability, rather than highest speed package, should be primary consideration
- **Assess evolution path of different technologies in determining suitability for deployment**
  - Technologies earlier in life cycle, such as wireless and satellite, may be capable of significant technology gains for relatively low cost

