



□ Current Status and Issues Faced by Broadband Business in China

- **Broadband business in China developed extensively in recent years. While the percentage is still much lower.**
- **Broadband business will play an important role in information industry and people's cultural life. but it's a challenge as to how to develop and popularize broadband business in China under the current resource and society circumstance.**




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➤ Current issues which restrict the development of broadband business.

- **The main access network technologies adopted in China**
- **The QoS of some current BA network has a limitation to the broadband application**



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提纲

- **Current Status and Issues Faced by Broadband Business in China**
- **Development of Satellite Communication and Satellite Broadband Multimedia Business**
- **The market positioning of satellite broadband**
- **Method to realize satellite broadband access**



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- **Development of Satellite Communication and Satellite Broadband Multimedia Business**
 - **Status of Satellite Communication and the main reasons which hamper the development of satellite communication**
 - a) **proportion of capability to price of satellite communication has much lower than territory communications**

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b) Not aimed at popular market
c) System Island; Singleness of function and few big scale application

➤ **About Satellite Broadband Multimedia Business**

- a) Satellite communication's way out**
 - **Television broadcast and Direct To Home**
 - **Universal service**
 - **Broadband multimedia service**
 - **Emergency and military communication**



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b) Satellite broadband is an indispensable part of information society construction

The advantages of satellite BA:

- **Low risk on investment**
- **Low price**
- **Good performance and quality**



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□ **The market positioning of satellite BA**

➤ The area where the proportion of capacity to price of satellite broadband access is close or higher than the territory, especially areas with higher investment risk

➤ The area where is hard to implement territory access system limited by environment

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- **The market of telecommunication and information universal service**
- ✓ **To bridge the digital divide is government's responsibility.**
- ✓ **To make for helping poverty.**



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□Method to realize satellite broadband access

- Cooperate with international company or organization, introduce of mature foreign satellite broadband access system, and quicken the implementation of information construct in China
- Integrated government resource, the method to bridge the digital divide

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Helping poverty through information, bridging the digital divide by Satellite BA,we can do our best to construct one harmonious society, realize equitable development in politics, economy and culture.

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