

BRESAT



Introduction to BRESAT

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24th January Toulouse



Regione Toscana





AGENDA

1. BRESAT Objectives
2. Project Work Plan
 - Case Studies
 - Needs of Regions
 - What Worked Well
3. January Workshop
4. SABER & BRESAT Collaboration
5. Web Site





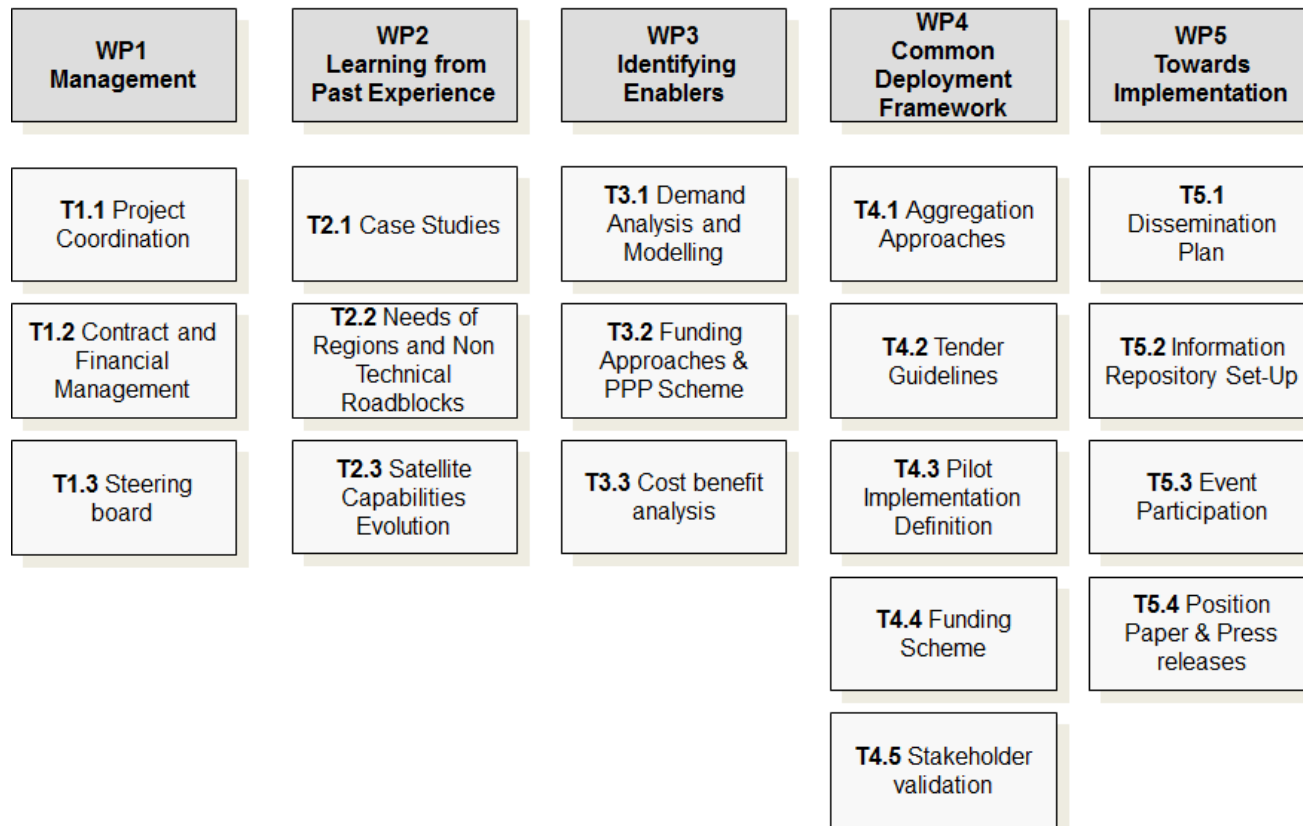
BRESAT Objectives

- Collect experiences & learn from previous broadband schemes
- Identify key success criteria for schemes
- Provide a template for cost-benefits
- Develop a set of recommendations and best practice
- Disseminate outputs across EU regions.
- Establish an information repository





Project Work Plan





Case Studies

- Cyprus - Villages across Cyprus
- Albania - Albanian Schools
- Scotland - Households
- Tuscany - Regional government buildings
- US - Hughes (infrastructure)
- Australia - National Broadband Network Company





Needs of Regions

- Cyprus
- Bretagne
- Galicia
- Andalucia
- Bulgaria





What Worked Well

- Aggregation schemes which bring down the monthly subscription costs through economies of scale - consumers are very price sensitive and ADSL broadband is very cheap.
- Removing up-front costs to the consumer to stimulate take-up.
- Offering a range of broadband packages that allow consumers to upgrade usage allowance or higher speeds.
- Good regional level engagement with decision makers - very important.





BRESAT Workshop Topics – 24th January

- Regional demand - households /SMEs without broadband by NUTS 3 area
- Cost Benefit Analysis for broadband
- State Aid and CEF
- Different potential funding approaches
- Regional views on funding satellite broadband





BRESAT & SABER Collaboration

- Important to:
 - Avoid contradictory messages
 - Add weight to both of our outputs
- We will issue at least 2 common white papers
- We will run a couple of joint events such as workshops
- We will try to avoid contradictory statements by submitting respective deliverables to a process of mutual peer reviewing.



BRESAT

Helping to Address the Digital Divide Across Europe



BRESAT Web Site

www.cip-bresat.eu



The screenshot shows the BRESAT website homepage. At the top left, it says "BRESAT Helping to Address the Digital Divide Across Europe". To the right, there is a "Make an Enquiry" button and a "Select your language:" dropdown menu with flags for UK, France, Germany, Italy, and Spain. Below this is a main content area with a blue background. On the left, there is a text box with the following content: "Regional governments across Europe have a challenge to ensure that all households have access to broadband to meet the targets set out in the EU Digital Agenda. In regions with rural households, this is particularly challenging. This project, which is funded by the European Commission, is working with regions across the European Community to develop guidelines for satellite broadband deployment schemes. This will help the most rural communities to address the digital divide." To the right of this text is a landscape photo of a valley with a lake. Below the text are four navigation buttons: "What will Project BRESAT produce?", "Who is participating?", "Upcoming events", and "Downloads". At the bottom left, there is a URL "www.broadbandforall.eu" and copyright information: "© 2013 Avanti Communications Group plc. Company Registration No: 09036733. Address: Cobham House, 20 Black Friars Lane, London EC4V 6EB". At the bottom right, there are logos for the European Union and Avanti.

