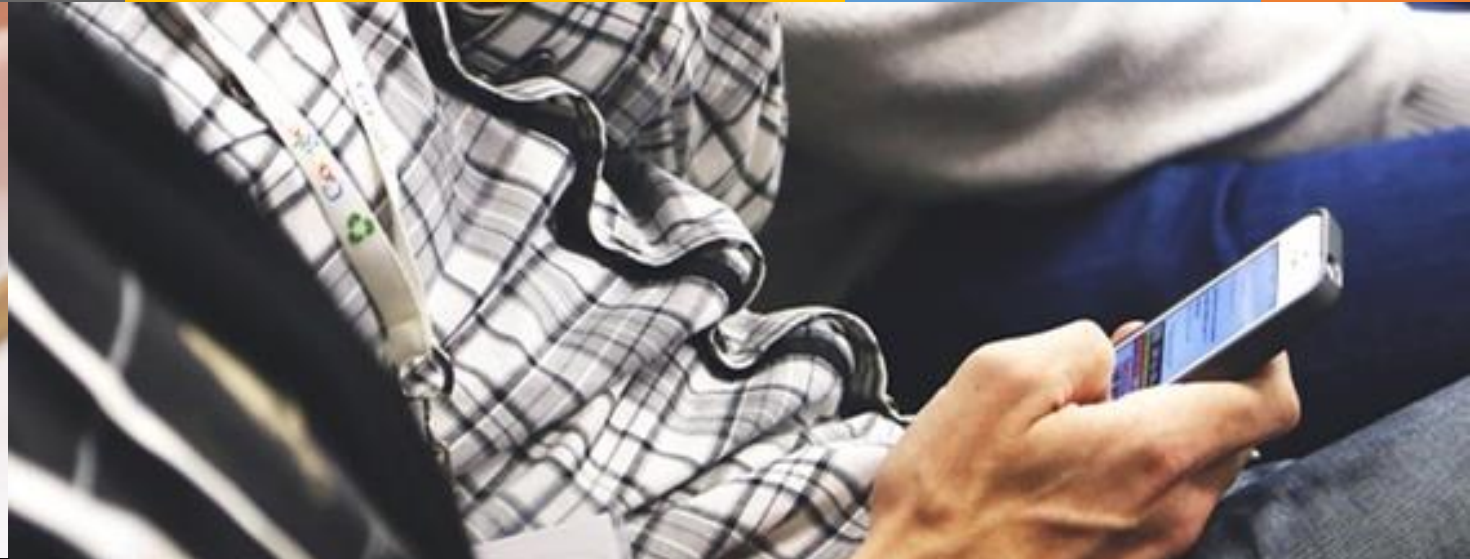




<https://pixabay.com/en/users/stevepb-282134/>



Blurring the Lines

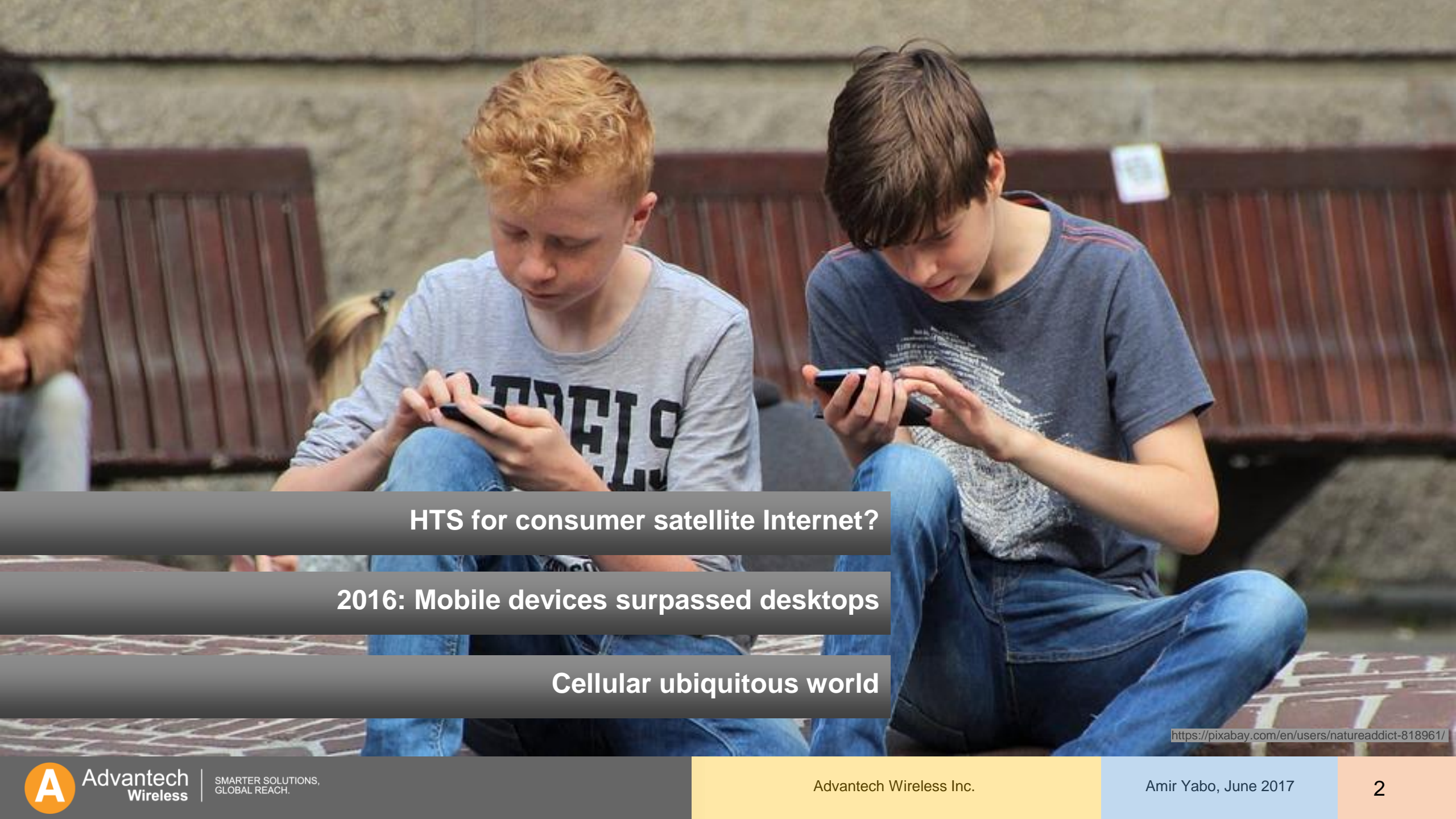
Amir Yabo, Satellite Networks Product-Line Manager, Advantech Wireless Inc.



<https://pixabay.com/en/users/bsdrouin-5016447/>



<https://pixabay.com/en/users/StartupStockPhotos-690514/>



HTS for consumer satellite Internet?

2016: Mobile devices surpassed desktops

Cellular ubiquitous world

<https://pixabay.com/en/users/natureaddict-818961/>



Affordable “smartphones” appear in the market

2G infrastructure deployment drastically decreasing

Smartphone as the only Internet access device

<https://pixabay.com/en/users/TBIT-715211/>

<https://pixabay.com/en/users/wilkernet-246570/>

Revenues are tough to maintain

Deployment and backhaul OPEX aren't in line with "average capacity"

MNOs look for new revenue channels: Top ups, fixed services, premium content



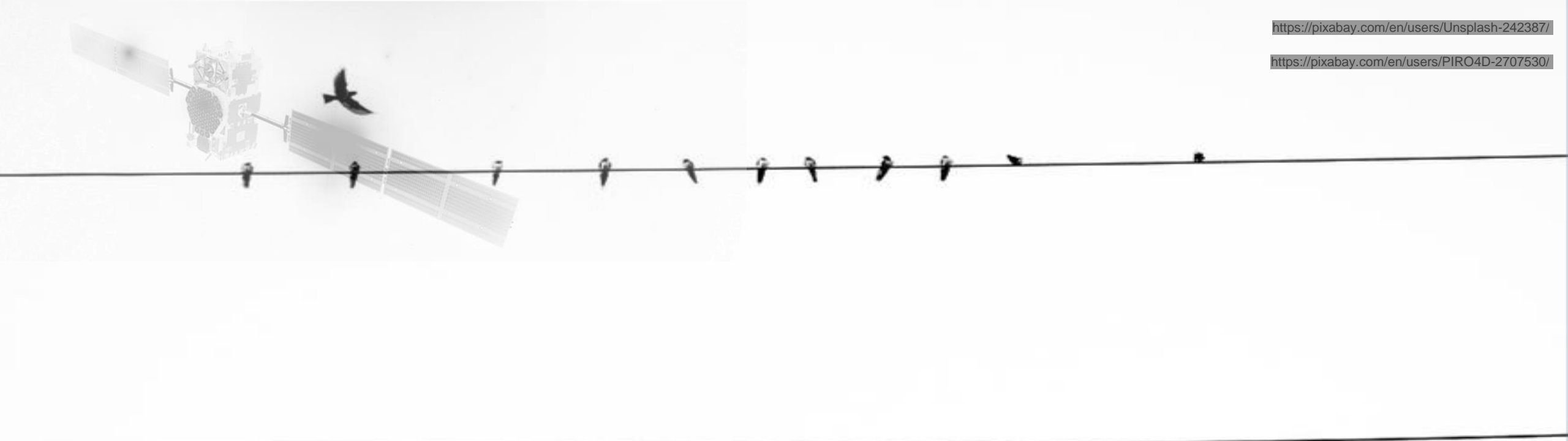
<https://pixabay.com/en/users/stevepb-282134/>



All IP -> GTP acceleration

Content!

MEC, CDN, throughput guidance, offload, VAS



The lines are indeed blurred

HTS capacity serve consumer or other markets, such as CBH?

CBH combo: Price per Mbps, network utilization, emerging cellular technology

New MNOs' revenue streams

Advantech Wireless is working on such advanced Cellular Backhaul solutions with partners,

As well as other professional and highly customized satellite networks solutions with our customers.

Thank you!

www.advantechwireless.com

