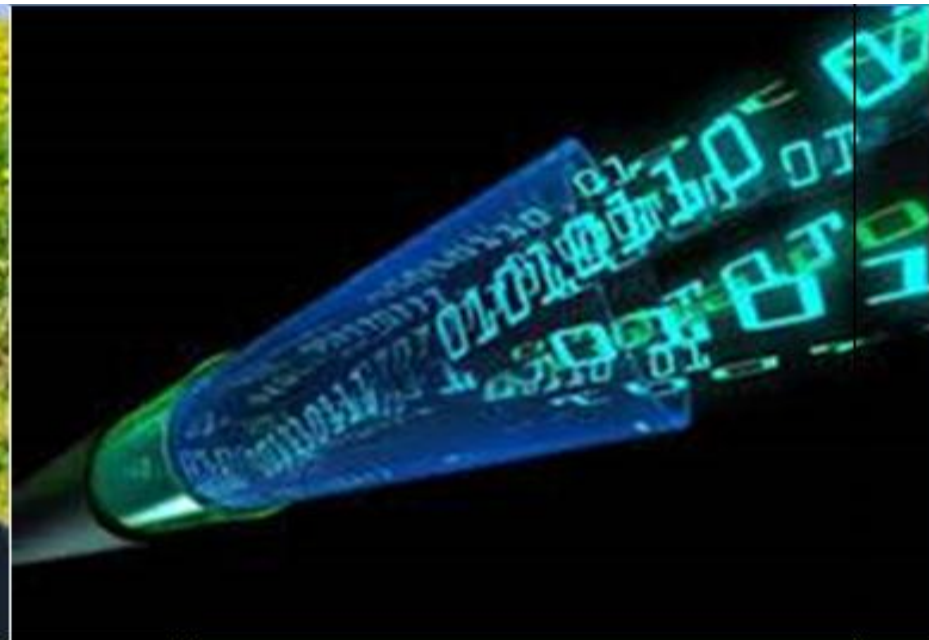


# The US Rural Broadband Market: Size, Trends & Forecasts (2017-2021)

April 2017



# The Americas Rural Broadband Market Report

## Scope of the Report

The report entitled "The Americas Rural Broadband Market: Size, Trends & Forecasts (2017-2021)", provides analysis of the Americas broadband market by speed, by availability, etc. and analysis of the Americas rural broadband market by addressable population and revenue.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry.

ViaSat, Inc., EchoStar Corporation, Dish Network Corporation and AT&T are some of the key players operating in the Americas rural broadband market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

## Company Coverage

ViaSat, Inc.

EchoStar Corporation

Dish Network Corporation

AT&T

# The Americas Rural Broadband Market Report

## Executive Summary

The transmission of information over a significant distance through electronic and electrical means termed as Telecommunication. Telecommunication is used transmitting technologies such as mobile phones, land lines, VoIP and broadcast networks. The main components of telecommunication network are: Transmission Equipment, Switching Equipment, Terminal Equipment, Support Systems.

The telecommunication can be widely classified into wired and wireless telecommunication. The wired telecommunication can further categorized into fixed telephony and fixed broadband. The wireless telecommunication consist of mobile voice service and mobile broadband.

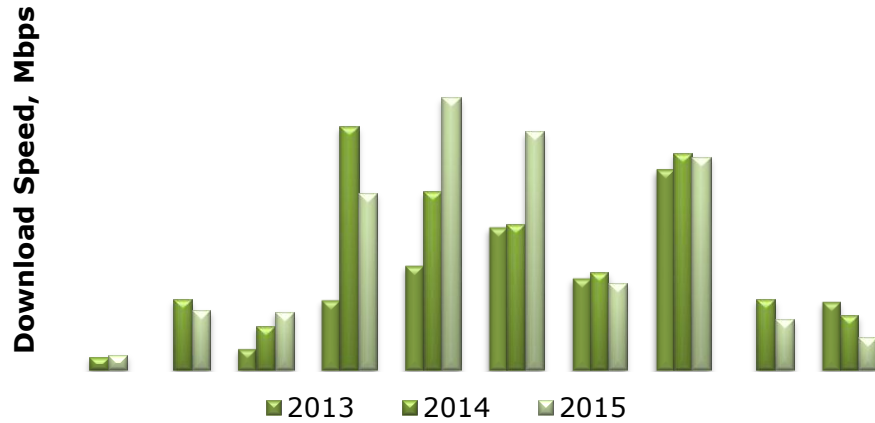
Broadband is an electronics term used to refer to high speed internet services. The broadband is a wide bandwidth data transmission, which simultaneously transport multiple signals and traffic types. The different type of broadband connections are: Digital Subscriber Line (DSL), Cable Modem, Fiber, Wireless, Satellite and Broadband over Powerlines (BPL). The conventional methods of broadband is not feasible for rural areas because of lack of infrastructure, high installation cost, etc. In rural area satellite broadband is an effective option.

The satellite broadband is an internet connection wirelessly connected and involved satellite dishes for the connection. The type of satellite broadband services are: Direct Broadband Satellite (DBS), Mobile Satellite Services (MSS), Fixed Satellite Services (FSS).

The Americas rural broadband market is expected to increase at high growth rates during the forecasted period (2017-2021). The global rural broadband market is supported by various growth drivers, increasing internet users worldwide, increasing smartphone users worldwide, increasing demand of live video streaming, connect rural business to global market, interface with local law enforcement and government, etc.

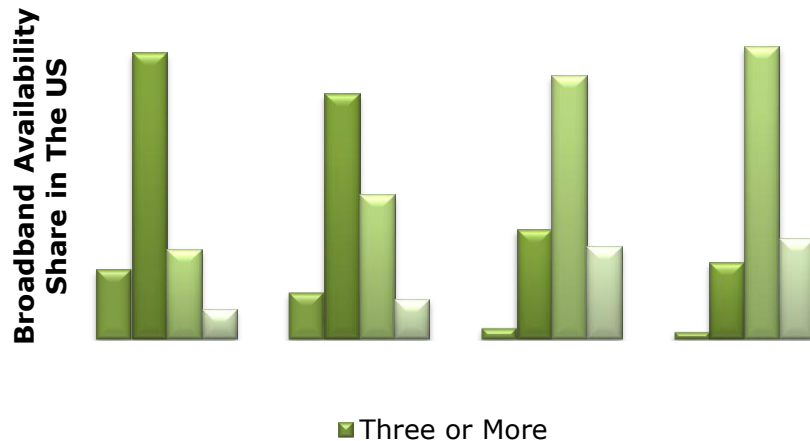
# The Americas Rural Broadband Market Overview

The US Broadband Market By Median Download Speed; 2016

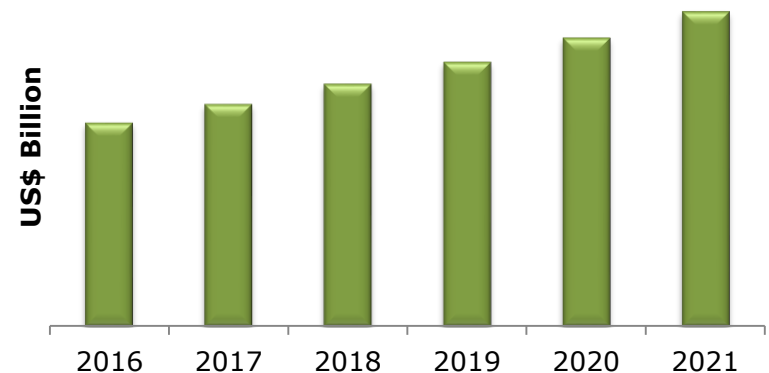


The broadband industry is dominated by cable and fibre median. The maximum speed of download was ...Mbps through.. In ...% of the US, two broadband services are available at ...Mbps downloading/ ...Mbps uploading speed. The Americas rural broadband addressable market value was US\$... billion in 2016. The market value is anticipated to increase up to US\$... billion in 2021 with a CAGR of ...% over 2016 to 2021

The US Broadband Market By Availability Of Speed; 2016



The Americas Rural Broadband Addressable Market By Value; 2016-2021 (US\$ Billion)



# The Americas Rural Broadband Market Segments Overview

## The Americas Rural Broadband Market By Accessibility

**Table : The Americas Rural Broadband Market By Accessibility; 2016**

CATEGORIES	LACK ACCESS TO * MBPS/*MBPS BROADBAND
****	****
****	****
****	****
****	****
****	****
****	****

Source: \*\*\*\*\*

## The Americas (Emerging) Rural Broadband Market By ViaSat Addressable Market

**Table : The Americas (Emerging) Rural Broadband Market By ViaSat Addressable Market**

Country	Rural Population (Million)	Rural Households (Million)	Addressable Market (US\$ Billions)
***	***	***	***
***	***	***	***
***	***	***	***
***	***	***	***
***	***	***	***
***	***	***	***

Source: \*\*\*\*

...million Americans people lacked access to ..Mbps/.. Mbps broadband service. Out of which ...millions are from rural Americans.

The emerging rural residential broadband market opportunities for ViaSat in Americas lies in... The total rural population in emerging markets of Americas was ...million with ...million rural household, which represents addressable market of US\$... billion.