



EU SUPPORTS BROADBAND EXPANSION IN SOUTH AMERICA

Fornebu, Norway, 25.05.07 – An EU-funded project to help bring broadband to millions of companies and households in South America was launched today. The project, called Broadband to Rural America over Satellite Integrated Links (BRASIL), brings together Europe’s leading providers of broadband over satellite technology.

The delivery of broadband services over satellite is very appropriate for the South American market because of the large geographical extension of the involved areas, and the need for a cost effective, efficient and highly scalable solution. BRASIL will promote DVB-RCS (Digital Video Broadcast – Return Channel Satellite) technology, a world-leading standard developed in Europe. One of the most significant advantages of DVB-RCS is that it is an open standard, meaning that competition is encouraged and end users have a choice in service and hardware providers.

Dr Harald Skinnemoen of AnsuR and DVB-RCS chairman, an advanced satellite communication company and co-ordinator of BRASIL, said, “Broadband penetration in South America is currently at a very low level of around 3%, against 18% in the EU, but projections are for exponential growth in penetration in South America in the coming years. BRASIL will be a key player in making that happen, and will provide unique opportunities for European companies, that have developed the DVB-RCS standard, to break into the South American market.”

Cristovam Nascimento of Unisat, one of BRASIL’s South American partners, said, “Experience from other parts of the world shows that increased broadband penetration bring benefits for business of all sizes and to consumers. DVB-RCS technology, developed in Europe, is an ideal platform for accelerating broadband penetration here in South America, and that in turn will have a positive impact, from the economy, to education, to home entertainment.”



BRASIL's first tasks will be to raise awareness of the advantages of using DVB-RCS, to identify key partners and stakeholders in South America, and to collect and collate both quantitative and qualitative market research. Activities will include a DVB-RCS symposium in Latin America, initiation of joint research and development project, and market research.

The other European companies involved in BRASIL are TriaGnoSys, which will act as Executive Manager in support of AnsuR, the German Aerospace Center (DLR), the University of Bologna, and Norintec. South American partners are Provisuale, the organiser of the Brazilian Futurecom expo, and Unisat.

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For further information:

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About BRASIL

The EC-funded project BRASIL supports the DVB-RCS satellite systems for broadband communication, specifically for the purpose of bridging the digital divide in Latin-America. It stimulates the participation of large industries and SMEs both in Europe and Brazil.

For further information, visit www.dvb-brasil.org

