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## EU supports broadband expansion in South America

An EU-funded project to help bring broadband to millions in South America has been launched called Broadband to Rural America over Satellite Integrated Links (BRASIL).

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 with the benefit 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, an advanced satellite communication company, DVB-RCS chairman and co-ordinator of BRASIL, says, “Broadband penetration in South America is currently at a very low level of around 3 per cent, against 18 per cent 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.”

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.

<http://www.iee.org/oncomms/sector/informationpro/SectionNews/Object/0ADF5CB7-B490-A2D6-992DC99123DA9CED>