

Highspeed Broadband for Ohioans is Here, Now

For some Americans, it can be hard to believe that there is a digital divide in this era of smart phones and social media. In Ohio, by some measures, internet penetration is upwards of 70 percent. But if you are in an area with poor or no internet service from fiber, cable or DSL providers, now is the time to consider satellite for your internet solution. Satellite service is much different than what was available just a few years ago. New, advanced technology provides faster speeds, better reliability and performance – and it keeps getting better the way all kinds of technologies continue to improve with each successive release or generation. Today, satellite internet is used across the U.S. and the world for e-learning, research, email, tele-health and more. Nearly two million Americans use satellite broadband for their internet access today.

Both HughesNet and ViaSat offer service throughout the state, giving consumers in Ohio a choice of providers. With download speeds ranging from 25 Mbps up to 100 Mbps in select markets along with a variety of data plans and programs designed for residential and small business, there are options for everyone. Satellite is a proven technology that reaches everywhere in the state and is available today – with

no costly and time-consuming infrastructure build-out.

What can you do with today's satellite internet? For customers who are doing web browsing, email and accessing social media, a lower speed and less

expensive plan will be sufficient. Consumers with multiple users who are streaming video content and using other high-bandwidth applications should consider purchasing higher speed and data allowances to ensure they get the best desired performance.

While other internet providers focus their efforts on urban markets, the satellite industry continues to invest hundreds of millions of dollars to expand the availability of high-speed internet throughout underserved areas of the US. The recent launch of six satellites by OneWeb, which promises to bridge the global digital

divide (and in which Hughes is an investor), and similar projects from other operators, underscore the continued evolution of satellite technology.

In fact, future satellites expected to launch starting in 2020/2021 will deliver speeds in excess of 100 Mbps throughout the state. These investments will continue throughout the decade as the technology advances to meet the ever-increasing demand for internet access in Ohio. ■



Steven Hill, President of the Satellite Broadcasting & Communications Association (SBCA), has more than 20 years of experience in the consumer electronics industry, including retail management sales, distribution and customer relations. The SBCA is the national trade organization representing the consumer satellite industry. At the SBCA, Mr. Hill has spearheaded the association's efforts in the areas of education, licensing, certification, risk and safety, and electrical code.