



International Telecommunication Union

# Meeting UNICT Open Telecommunications Access Goals Using SWANSAT

## How Shareware Telecommunications Can Bridge the Digital Divide



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ITU-BDT Regional Seminar on  
Fixed Mobile Convergence and new Network Architecture for the Arab Region  
Tunis, Tunisia • 21 – 24 November 2005



## What is SWANSAT?


- A constellation of 6 (or up to 12) high powered geosynchronous orbit (GSO) telecommunications satellites
- Each spacecraft provides two-way broadband services utilizing 6 GHz of W-band spectrum
- $\approx 2$  million Gigabits/second/spacecraft
- $\approx 1$  billion accounts @ 2 Megabits/second
- Planned deployment for mid-2010
- Privately held by non-profit charitable trusts with non-profit foundations irrevocably named as beneficiaries
- In short—the world's first privately held not-for-profit telecommunications consortium





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## What is SWANsAT?



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## UNICT Strategies for Technologies

- No charge to develop operational capacity
- No charge to implement telecommunications capacity
- Tasked to help “coalesce and scale up efforts”
- Tasked to facilitate and support “coordinating and collaboration”

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## UNICT Strategies for Technologies

- Commitment to give high priority to the needs of least developed and low-income countries
- Tasked to work toward ensuring “sustainable results and the harmonious development of a global network society”
- WITHOUT endorsing any specific plan

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## The SWANsAT Shareware Model

- Licensed through forward-thinking Republic of Nauru for optimal regulatory efficiency and receptivity to innovation
- Provides convenient follow-on to the MIT Media Labs-developed model for the USD\$100 laptop computer
- Based on the three main motivations that inform all international business models:
  - ▶ Desire for Gain
  - ▶ Avoidance of Failure
  - ▶ Hope of Accomplishment



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## The SWANsAT Shareware Model

- Pricing Linked to UN Economic Models for LDC's and DC's
- Eliminates ANY need for a One Percent Movement tax on system chip sets
- Tax Deductible Gifts Appeal to Motive for Profit
- Provision of Broadband Services to the Underserved Builds Public Relations
- Contributions to Sustainable Development Contributes to Corporate Ego
- Offers Market Opportunities that Otherwise Would be Avoided

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# For Further Information

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