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New *iGR* white paper discusses the benefits of using satellite for mobile backhaul in rural areas

Sponsored by Intelsat, the white paper includes data from a web-based survey of rural U.S. mobile consumers

AUSTIN, Texas, September 24th, 2020 – Most people think of rural as areas of the U.S. where people and towns are few and far between – the proverbial “farm country.” Often, vacationers drive through rural regions to get from a city to other rural regions – beaches, mountains, lakes, etc. Among the many things these rural areas have in common is, typically, poor cellular service.

iGR, a market research consultancy focused on the wireless and mobile industry, conducted a web-based survey of U.S. consumers in which rural respondents were over-sampled so as to compare that population to non-rural respondents. *iGR* found that although rural consumers use smartphones, social media applications and streaming video services at the same rate as their urban counterparts, there are notable differences in cellular coverage and capacity in rural versus non-rural regions. For example, 24 percent of rural respondents experience ‘No Cellular Service’ at least once per week versus only 17 percent of non-rural respondents.

iGR has released a new white paper that includes the survey results, provides an overview of rural mobile usage and challenges, and also discusses the viability of satellite for mobile backhaul for rural areas.

In rural markets, two of the key challenges to building networks are building towers and obtaining backhaul for the voice/data traffic. The traditional backhaul methods include fiber and microwave. “Satellite is a third option for mobile backhaul,” said Iain Gillott, president and founder of *iGR*. “Today a fully managed non-terrestrial cellular backhaul service can be a valuable tool for mobile operators to provide a fiber-like experience for users, even in existing coverage areas where service disruptions occur due to terrestrial backhaul outages.”

iGR’s new white paper, [**Connecting Rural America: Mobile Backhaul Solutions for Network Coverage Everywhere**](#), includes the survey results of its May 2020 survey of U.S. mobile consumers in rural and non-rural areas, provides an overview of rural mobile usage and challenges, and also discusses the viability of satellite for mobile backhaul for rural areas.

The following key questions are addressed in the new white paper:

- How does mobile usage compare between rural and non-rural mobile subscribers in the U.S.?
- How does typical mobile coverage compare between rural and non-rural mobile subscribers in the U.S.?
- What percentage of rural and non-rural POPs are covered by the major U.S. mobile operators?
- What percentage of all U.S. POPs can be covered by satellite service?
- What are some of the challenges in providing mobile backhaul for rural cell sites?
- What are some of the historical challenges of satellite mobile backhaul?
- How can satellite mobile backhaul, and specifically the Intelsat CellBackhaul solution, help in providing mobile backhaul in rural areas?

The new white paper can be [downloaded](#) at no charge directly from *iGR*'s website. Alternatively, [email](#) Iain Gillott for additional details.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its twentieth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload, and enterprise private LTE.

A more complete profile of the company can be found at www.igr-inc.com.