

SPACE COMMUNICATIONS AND NAVIGATION SYMPOSIUM (B2)  
Fixed and Broadcast Communications (3)

Author: Mr. Venugopal Desaraju  
Devas Multimedia Pvt. Ltd., India, dvenugopal53@yahoo.com

Dr. M.G. Chandrasekhar  
Devas Multimedia Pvt. Ltd., United States, drchandramg@yahoo.co.in

Mr. Ramachandran Viswanathan  
Devas Multimedia Pvt. Ltd., United States, rv@devasmedia.com

Mr. Anil Bokil  
Devas Multimedia Pvt. Ltd., India, aabokil@devasmedia.com

INTEGRATION OF FIXED, BROADCAST, MOBILE SATELLITE SERVICES AND TERRESTRIAL  
SERVICES : WAY TO FUTURE**Abstract**

As a result of social, political, economic and technological transformations during the last two decades the communication requirements of the individual, business, social and governmental sectors have undergone a sea change. From the plain voice telephony, fax and low bit rate data from the comforts of home or office, the requirements have grown for broadband, broadcast and mobile services for meeting the demands of information hungry society. On the other hand increasing popularity of short messaging and instant messaging services demonstrate the very high value proposition of small bandwidth services. The user himself would like to access all services at all locations and at all times. However he is also acutely aware of the price sensitivity and would be willing to get a even sub set of services at all locations and at all times at affordable costs. Now it is the duty of the communication and broadcast service providers to start thinking in terms of integrated approach to provide these services. Towards this there is a necessity for holistic integration of fixed, broadcast, mobile satellite and terrestrial services (each with its own special features) for ubiquitous coverage and wide bouquet of services to the customer. This calls for not only digital convergence but also suitable interfaces, integration of networks, unique numbering and more importantly the business integration with customer centric approach. This paper addresses some of the concepts and schemes leading to the above integration.