

Oceania from the Sea to the Sky: OWNSAT

Oceania Women's Network Satellite Systems, OWNSAT, has been established to open up new horizons for Oceania in satellite communications capability. OWNSat is conceived and led by a group of regional and global women entrepreneurs and pioneers, who are now seeking cooperation with governments, international agencies and organizations to connect opportunities for Oceania.

Oceania Focus

OWNSAT is a celebration of the region's diversity and what makes Oceania unique. OWNSAT is a New Zealand-based enterprise developing tailored satellite connectivity to ensure secure, ample and fit for purpose communications capacity for the people of Oceania. It is designed to connect remote and rural areas, to meet increasing demand from a young population and booming mobile and Internet use, and to provide secure critical communication infrastructure and system redundancy. OWNSAT will work with New Zealand and Pacific Island countries and territories to provide communications which serve the needs of the region.

Broadband Internet and communications services will be uniquely tailored to build on the economic, social and cultural strengths and needs of Oceania. With increasing demand from youth and rural communities in parts of the Pacific, and future growth in mobile and Internet use across Oceania, OWNSAT will provide backhaul options to ensure rural access and ample capacity for telecommunications and Internet connectivity for governments, the private sector and communities. Recognizing climate change and disaster communications are also an area of importance to the region, OWNSAT will provide coordinated communications capacity for climate change and disaster communications needs.

Building Capacity and Content

Relevant content for business, education and entertainment, including in local languages, and communications between families, enterprise and communities is the heart of why communications connectivity matters. Capacity building is key to the successful use, support and maintenance of this connectivity. OWNSAT will work with partners to build capacity, enable communications, local content creation and opportunities for the people of Oceania. OWNSat will provide the environment to kick-starting entrepreneurial businesses from the region. Globally SES ASTRA satellite, with an original 190 million Euro investment, spawned multi-billion Euro worth of businesses in content production, access, advertising, and other industries. OWNSAT will inspire businesses in the region that may have never existed before but which can reflect the cultural diversity and richness of the region and its unique ecozone of the sky and sea. OWNSAT will provide a new horizon for Oceania via such services as:

Oceania Connect: Direct Broadband Access for the region's disadvantaged citizens not connected to either fiber or mobile.

Oceania Community: Satellite/Terrestrial Optimized Bandwidth Connectivity for Island and Rural communities.

Oceania Content: A celebration of the region's history cultural richness in all its forms – music, dance, video.

Oceania Meteo: Ocean currents, Weather, Agriculture, typhoons, and more.

Oceania Discovery: Discovering more about the region's unique volcanic hotspots and coral atolls is but the start of this adventure.

Business Approach

OWNSAT is committed to innovation, in both technology and approach.

OWNSAT plans to apply to utilise the orbital frequencies and positions of regional sovereign states including New Zealand, and potentially other states of Oceania, in order to have as much bandwidth as possible to serve and service the needs of the region. OWNSat will also white label existing satellite and ground capacity where available (Palapa, Intelsat, Inmarsat, JSAT, Iridium, Optus, O3b etc.) and appropriate in order to be able to offer and leverage the best combination of “owned and operated” together with “virtual” networks. The satellite system will be designed with corresponding teleports and ground systems to provide new horizons for the people of New Zealand, Micronesia, Polynesia, and Melanesia. New satellite technology also forms a key form of innovation and OWNSAT will work with researchers in NZ and globally to provide the newest technology and best connectivity options its services.

A range of business models are being explored for OWNSAT, include private/public hybrid mixed models. A 12 month feasibility phase for the company will research options and scope with potential partners. OWNSAT will work with the public and private sectors to bring new technology and our objectives together.

OWNSAT Team

The team backing the conception and implementation of OWNSAT includes some of the world's most experienced satellite, telecommunication and finance experts and entrepreneurs, who themselves have been at the inception and/or commercialization and operations of SES, Iridium, PanAmSat, Teleport Europe, Intelsat, and Satelindo as well as social entrepreneurs and pioneers behind new developments for the ITU, the Internet Society, the World Bank, etc. The Board of Advisors, including from around Oceania, form a key component of the OWNSAT feasibility phase. A group of women, and men, from New Zealand, the Cook Islands, Fiji, Nuie, Vanuatu, Samoa bring a range of business, technical, legal and cultural perspectives and expertise to project. The Directors and Advisory Board are committed to engagement with the regional telecommunications sector.

This group of senior women entrepreneurs and managers are currently working together with Ellen Strickland and Anna Matson, respectively telecommunications and finance entrepreneurs from the region to create the final business and financing plan. They have set

up a study company via a limited responsibility New Zealand based vehicle to realize the implementation of OWNSAT: New Horizons for Oceania.