Total satellite capacity usage increased at an 8% CAGR over 2009-2014, driven by growing requirements for satellite pay-TV (+1,600 channels), VSAT services (+50,000 VSATs), trunking and backhaul. Euroconsult projects total capacity leased to grow at a 10% CAGR over the next decade, translating to a total of over 330 Gbps of traffic flowing over satellite by 2024.

Following strong growth in demand, operators have invested heavily in expansion satellites causing total regular capacity supply in Latin America to double by 2017 (from 2010 levels), while HTS capacity will increase eight-fold to over 370 Gbps by 2017.

As supply additions are projected to outpace growth in demand, the average regular capacity fill rate should decrease from 80% in 2014 to 70% in 2017. The trend of falling fill rates is most profound in Ku-band, where utilization levels are dropping from 86% in 2010 to an expected 64% by 2017, causing serious concerns for oversupply.

There is a growing trend of large upfront capacity commitments to facilitate new initiatives (universal access projects, DTH platforms, consumer broadband services) that typically require some time to develop. The risk of a temporary situation of oversupply is anticipated to place downward pressure on capacity prices in the next three years. Prices, especially for regular Ku-band capacity in Brazil and the Andean region, should soften as fill rates drop below 70% from 2016.

Although demand is relatively equally distributed across the three sub-regions (Central America, Mexico, Caribbean; Brazil; Rest of South America), the two largest countries, Mexico and Brazil, are projected to represent more than half of total capacity demand by 2024. In the short to medium term, market growth will be hampered by the economic slowdown that should limit the progress of the middle class and may potentially cause instability or delays to government programs and funding. Furthermore, the analog switch-off process will somewhat temper the capacity additions from 2018 until 2022.
HIGHLIGHTS OF THE REPORT:

The Executive Report is a detailed assessment of strategic trends in Latin America’s competitive satellite market. It includes a review of the complete value chain, from service development and equipment rollout in six key vertical segments to the supply and use of satellite capacity. In addition to regional trends within three sub-regions, the report includes five profiles of key national markets in Latin America.

VERTICAL SEGMENTS

- Rural Connectivity & Government Services
- Cell backhaul and trunking
- Other corporate networks
- Consumer broadband
- Energy
- TV services

COUNTRY PROFILES

- Argentina
- Brazil
- Colombia
- Mexico
- Peru

METHODOLOGY

The analysis, data and estimates for this report relied on two complementary approaches:

- Primary research involving interviews with over 15 stakeholders operating in Latin America
- Secondary research involving a broad review of public information, including reports from government organizations, press releases, articles and other sources, some of which are listed at the end of the report.

THE THREE REGIONS CONSIDERED

- CENTRAL AMERICA, MEXICO AND CARIBBEAN (CAMCAR)
  - Population: 209 million
  - GDP: $1.7 trillion

- REST OF SOUTH AMERICA (ROSA)
  - Population: 206 million
  - GDP: $2.1 trillion

- BRAZIL
  - Population: 200 million
  - GDP: $2.2 trillion
EXECUTIVE SUMMARY

01\ MACRO DYNAMICS IN LATIN AMERICA
- Diverse geographies and weather conditions
- Economic growth dynamics
- Demographics
- Mobile coverage and subscribers
- Fixed broadband and wireless broadband penetration

02\ CONSOLIDATED DEMAND AND SUPPLY OVERVIEW
- Satellite capacity supply on the rise
- Regular capacity supply share by operator
- HTS capacity supply share by operator
- HTS capacity supply – heat map
- Capacity demand – overview
- Capacity demand dynamics- Central America, Mexico & Caribbean
- Capacity demand dynamics-rest of South America
- Capacity demand dynamics- Brazil
- VSATS in service – consolidated trends
- Capacity fill rates
- Capacity pricing

03\ VERTICAL MARKET ANALYSIS
- Rural connectivity & government services
- Energy
- Cell backhaul and trunking
- Other corporate networks
- Consumer broadband
- TV services

04\ COUNTRY PROFILES
- Argentina
- Brazil
- Colombia
- Mexico
- Peru
TABLES & GRAPHS

01\ MACRO DYNAMICS IN LATIN AMERICA

- DIVERSE GEOGRAPHIES AND WEATHER CONDITIONS
- ECONOMIC GROWTH DYNAMICS
- GDP ANNUAL GROWTH % (2013)
- GDP (CURRENT $ - IN BILLIONS) (2013)
- DEMOGRAPHICS
- POPULATION GROWTH TO 2030
- POPULATION (MILLION) (2013)
- URBAN / TOTAL POPULATION SHARE (%) (2013)
- MOBILE COVERAGE AND SUBSCRIBERS
- FORECASTED MOBILE SUBSCRIBERS 2014 - 2020
- FIXED BROADBAND AND WIRELESS BROADBAND PENETRATION
- CENTRAL AMERICA
- SOUTH AMERICA

02\ DRIVERS AND FORECASTS FOR KEY MARKET VERTICALS

- SATELLITE CAPACITY SUPPLY ON THE RISE
- REGULAR CAPACITY SUPPLY SHARE BY OPERATOR
- REGULAR CAPACITY SUPPLY BY SUB REGION
- CAMCAR REGULAR SUPPLY BY OPERATOR
- ROSA REGULAR SUPPLY BY OPERATOR
- BRAZIL REGULAR SUPPLY BY OPERATOR
- HTS CAPACITY SUPPLY SHARE BY OPERATOR
- HTS CAPACITY SUPPLY BY SUB REGION
- CAMCAR HTS SUPPLY BY OPERATOR
- ROSA HTS SUPPLY BY OPERATOR
- BRAZIL HTS SUPPLY BY OPERATOR
- HTS CAPACITY SUPPLY – HEAT MAP
- CAPACITY DEMAND – OVERVIEW
- CAPACITY DEMAND DYNAMICS - CENTRAL AMERICA, MEXICO & CARIBBEAN
- CAPACITY DEMAND DYNAMICS-REST OF SOUTH AMERICA
- CAPACITY DEMAND DYNAMICS-BRAZIL

- VSATS IN SERVICE – CONSOLIDATED TRENDS
- ESTIMATED NUMBER OF SITES BY SUB-REGION
- ESTIMATED NUMBER OF SITES BY VERTICAL
- RETAIL SERVICE REVENUE BY SUB-REGION
- CAPACITY USAGE AND REVENUES BY SUB REGION
- CAPACITY USAGE BY VERTICAL
- CAPACITY FILL RATES
- LATIN AMERICA
- CAMCAR
- ROSA
- BRAZIL
- CAPACITY PRICING
- ANTICIPATED TREND FOR REGULAR CAPACITY PRICING IN US$/MHZ/MONTH
- PRICE RANGES FOR HTS SELLING OPTIONS (US$/MBPS/MONTH)
- ANTICIPATED PRICE TREND FOR HTS CAPACITY

03\ DRIVERS AND FORECASTS FOR KEY MARKET VERTICALS

RURAL CONNECTIVITY & GOVERNMENT SERVICES - THE STAKES
- RURAL CONNECTIVITY & GOVERNMENT SERVICES - THE STAKES
- RURAL CONNECTIVITY & GOVERNMENT NETWORKS – SATCOM SERVICES
- ESTIMATED NUMBER OF SITES BY SUB REGION
- USAGE PATTERNS OF SITES
- RECENT SATELLITE CAPACITY AND SERVICE CONTRACTS
- CAPACITY PRICING
- ANTICIPATED TREND FOR REGULAR CAPACITY PRICING IN US$/MHZ/MONTH
- PRICE RANGES FOR HTS SELLING OPTIONS (US$/MBPS/MONTH)
- ANTICIPATED PRICE TREND FOR HTS CAPACITY
- RURAL CONNECTIVITY & GOVERNMENT SERVICES - DRIVERS AND FORECASTS
- ESTIMATED NUMBER OF SITES BY SUB-REGION
- RETAIL SERVICE REVENUE BY SUB-REGION
- CAPACITY-USAGE BY SUB REGION
- CAPACITY USAGE BY FREQUENCY

ENERGY
- ENERGY – THE STAKES
- ENERGY – SATCOM SERVICES
- ESTIMATED NUMBER OF SITES BY SUB REGION
- USAGE PATTERNS OF SITES
- RECENT SATELLITE CAPACITY AND SERVICE CONTRACTS
- ENERGY -DRIVERS AND FORECASTS
- ESTIMATED NUMBER OF BTS SITES BY SUB REGION
- ANNUAL SERVICE REVENUES BY SUB REGION
- CAPACITY-USAGE BY SUB REGION
- CAPACITY USAGE BY FREQUENCY

CELL BACKHAUL AND TRUNKING
- CELL BACKHAUL AND TRUNKING – THE STAKES
- CELL BACKHAUL AND TRUNKING – SATCOM SERVICES
- ESTIMATED NUMBER OF BTS SITES
- IP AND VOICE TRUNKING TRAFFIC BY TYPE
- RECENT SATELLITE CAPACITY AND SERVICE CONTRACTS
- CELL BACKHAUL & TRUNKING-DRIVERS AND FORECASTS
- ESTIMATED NUMBER OF BTS SITES BY SUB REGION
- ANNUAL SERVICE REVENUES BY SUB REGION-CELL BACKHAUL
- TOTAL CAPACITY-USAGE BY SUB REGION
- TOTAL CAPACITY-USAGE BY FREQUENCY

CORPORATE NETWORKS
- OTHER CORPORATE NETWORKS – THE STAKES
- OTHER CORPORATE NETWORKS – SATCOM SERVICES
- ESTIMATED NUMBER OF SITES BY SUB REGION
- USAGE PATTERNS OF SITES
- RECENT SATELLITE CAPACITY AND SERVICE CONTRACTS
- OTHER CORPORATE NETWORKS-DRIVERS AND FORECASTS
- ESTIMATED NUMBER OF SITES BY SUB-REGION
- RETAIL SERVICE REVENUE BY SUB REGION
- CAPACITY-USAGE BY SUB REGION
- CAPACITY USAGE BY FREQUENCY
### 03\ Drivers and Forecasts for Key Market Verticals

- Consumer Broadband – The Stakes
- Consumer Broadband -Drivers and Forecasts
- Estimated Number of Sites by Sub Region
- Annual Service Revenues by Sub Region
- Capacity Usage by Sub Region
- Capacity Usage by Frequency

### TV Services

- TV Services – The Stakes
- TV Services – Drivers and Forecasts
- TV Households by Sub Region and Regional Pay-TV Share
- Pay-TV Subscribers by Sub Region
- Pay-TV Subscribers by Delivery Network
- Satellite Pay-TV Subscribers by Country
- Television – TV Channels Dynamics

### TABLES & GRAPHS

#### 04\ Country Profiles

##### Argentina – VSAT Market
- Estimated Number of Sites by Segment
- Service Revenues by Segment
- Major VSAT Service Providers in Argentina

##### Argentina – TV Broadcasting Market
- Pay TV Subscribers by Delivery Network
- Pay TV Subscribers by Satellite Platform
- Major TV Players in Argentina

##### Brazil – VSAT Market
- Estimated Number of Sites by Segment
- Service Revenues by Segment
- Major VSAT Service Providers in Brazil

##### Brazil – TV Broadcasting Market
- Pay TV Subscribers by Delivery Network
- Pay TV Subscribers by Satellite Platform
- Major TV Players in Brazil

##### Colombia – VSAT Market
- Estimated Number of Sites by Segment
- Service Revenues by Segment
- Major VSAT Service Providers in Colombia

##### Colombia – TV Broadcasting Market
- Pay TV Subscribers by Delivery Network
- Pay TV Subscribers by Satellite Platform
- Major TV Players in Colombia

##### Mexico – VSAT Market
- Estimated Number of Sites by Segment
- Service Revenues by Segment
- Major VSAT Service Providers in Mexico

##### Mexico – TV Broadcasting Market
- Pay TV Subscribers by Delivery Network
- Pay TV Subscribers by Satellite Platform
- Major TV Players in Mexico

##### Peru – VSAT Market
- Estimated Number of Sites by Segment
- Service Revenues by Segment
- Major VSAT Service Providers in Peru

##### Peru – TV Broadcasting Market
- Pay TV Subscribers by Delivery Network
- Pay TV Subscribers by Satellite Platform
- Major TV Players in Peru
Celebrating over 30 years of expertise

Euroconsult is the leading global consulting firm specializing in space markets. As a privately-owned, fully independent firm, we provide first-class strategic consulting, develop comprehensive research, and organize executive-level annual summits for the industry. With more than 30 years of experience, Euroconsult is trusted by 600 clients in over 50 countries. We rely on a multi-cultural team of over 30 full-time experts. Euroconsult is headquartered in France, with offices in the U.S., Canada, and Japan.

EUROCONSULT RESEARCH

Over the past 30 years, Euroconsult has maintained an unparalleled expertise in assessing trends in satellite services and in the digital broadcasting industry. We collect, update and assess on a yearly basis detailed market, industry, policy, program and financial information internationally. We have developed proprietary databases and forecast models that are systematically applied and are central to the publication of thematic research reports. The consistency of the approach is an essential quality trusted by leading organizations that are regular users over the years.

Euroconsult research focuses on the assessment of the industry including its structure, market players, revenues and dynamics. Research reports include long-term trends, commercial/programmatic and economic benchmarking, up-to-date information, and ten year forecasts supported by key ratios. With research published on an annual and biennial basis, these surveys have been used as reference tools by most public and private stakeholders involved in our sectors of expertise.

- Industrial companies
- Government programs & policies
- Satellite communications
- Earth observation
- Digital broadcasting
- and more...

We are trusted experts in the satellite industry, advising the world’s leading businesses and governments.

OTHER SELECTED RESEARCH PROVIDED BY EUROCONSULT

Visit our Online Store at euroconsult-ec.com/shop

Trends & Prospects for Emerging Space Programs, 2014 edition

VISIT EUROCONSULT-EC.COM FOR CONSULTING SERVICES, TRAINING & SUMMITS
Please complete this form and return by e-mail to reports@euroconsult-ec.com or by fax to +33 1 48 05 54 39. If you have any questions about ordering, would like to enquire about specific corporate licenses or would like to order for multiple locations and/or legal entities, please contact reports@euroconsult-ec.com or call +1 (514) 903-1001. All prices are in Euros. All orders must be prepaid (if not possible, please contact us). Applicable VAT taxes will be added in Euros.

### Payment Information

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>eFiles</td>
<td>€ 4,500</td>
<td></td>
</tr>
<tr>
<td>(Including additional Excel tables for key figures and a PDF of the report)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional eFiles license(s)</td>
<td>Qty: € 450</td>
<td></td>
</tr>
<tr>
<td>Enterprise license</td>
<td>X</td>
<td>€ 11,250</td>
</tr>
</tbody>
</table>

VAT if applicable: companies based in France must add VAT 20%

Product Total in Euros (€)

---

**Accounting Dept. E-mail:**

---

**Invoicing Address** (Please use capital letters)

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>First name</td>
<td></td>
</tr>
<tr>
<td>Last name</td>
<td></td>
</tr>
<tr>
<td>Company name</td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Zip Code</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Fax</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td></td>
</tr>
</tbody>
</table>

---

**Delivery Address** (If different from invoicing address)

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>First name</td>
<td></td>
</tr>
<tr>
<td>Last name</td>
<td></td>
</tr>
<tr>
<td>Company name</td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Zip Code</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Fax</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td></td>
</tr>
</tbody>
</table>
Please read this license agreement carefully.
By using the report files, you are agreeing to adhere by the terms of this license.

**SINGLE USER LICENSE**

a) This product is licensed only for a team working together on a project, working on the same site in the same company. The person signing this agreement is responsible for the use of the research files. Euroconsult must be informed of all users of the research files before use. The information may not be shared with other company sites or other work teams in the same or other companies in any form, neither photocopied nor reproduced, including for internal use. The content of the report files may not be stored, transferred, or copied to any type of electronic storage device.

b) No part or extract, in any format whatsoever, must be transmitted to any other organization, including cooperative entities and subsidiaries. All licenses purchased at the additional license price are for internal use only by the organization ordering (same company name, same location as indicated on original order form). Euroconsult must be informed of the users of the additional licenses purchased.

c) All data or information extracted from the report files for use in other documents must rightfully use the copyright reference: *Euroconsult, name of report, year*. Before any other use of the information contained in the report files, prior written consent by Euroconsult is required.

d) This Agreement shall in all respects be governed by the laws of the Republic of France. The user agrees that the proper jurisdiction and forum for the resolution of any claim arising under this license shall be at Euroconsult’s sole option.

---

Please complete and return the order form & copyright agreement by e-mail to reports@euroconsult-ec.com or fax to +33 1 48 05 54 39. Each team user must sign a copy of the copyright agreement. Please complete the information below for each user of the research files.

**Research Report User**

First name ______________________________

Last name ______________________________

Company ______________________________

Occupation ______________________________

E-mail ______________________________

Date ______________________________

**SIGNATURE:** ______________________________

**Research Report User** (For additional user)

First name ______________________________

Last name ______________________________

Company ______________________________

Occupation ______________________________

E-mail ______________________________

Date ______________________________

**SIGNATURE:** ______________________________