

2015 BROCHURE

# MOBILE SATELLITE COMMUNICATIONS MARKETS SURVEY

## Prospects to 2024

2015 Edition | A Euroconsult **Strategic Review**

The fifth edition of the **Mobile Satellite Communications Markets Survey** is a comprehensive in-depth analysis of key trends and drivers, market forecasts in revenue and terminals by vertical, geographic and application segment

- ✓ **Over 115 pages**
- ✓ **Over 55 graphs & tables**
- ✓ **Comprehensive PDF & Excel digital files**
- ✓ **Price starting at € 4,500**

The MSS industry faces multiple challenges, including increasingly omnipresent mobile VSAT, troop withdrawals, government budget reductions, and unfavorable economics in the shipping industry. The future of the MSS industry now depends on how fast MSS operators can adapt to this new market environment.

Despite all challenges, the active MSS terminal base grew at a CAGR of 9% over the past five years with over 3.3 million active MSS terminals deployed globally in 2014. Wholesale service revenues stood at around \$1.3 billion in 2014, a 5% growth over that of 2013.

Euroconsult forecasts the MSS market (excluding the Ka-band Global Xpress from Inmarsat) growing at an annual rate of 7% in number of terminals to reach more than 6.8 million active terminals by 2024. Wholesale service revenues are projected to grow at a ten-year CAGR of 4% over 2014-2024. Land should be the largest market segment by 2024 with more than \$900 million in wholesale service revenues, while the aeronautical segment will be the fastest growing vertical market in terms of revenue, with a 9% growth in service revenues over the coming decade.



# ABOUT MOBILE SATELLITE COMMUNICATIONS MARKETS SURVEY

An expert analysis of the mobile satellite industry, assessing key trends and drivers in this market characterized by both a number of growth opportunities and challenges for key players. It includes a complete analysis of the MSS value chain, including ten-year forecasts for MSS terminals & revenues broken down by main market segments.

## STRATEGIC ISSUES & FORECASTS

- Current demand for MSS communications
- Key trends & major applications
- Ten-year forecasts (wholesale revenue & terminals)

## OPERATORS & VALUE CHAIN

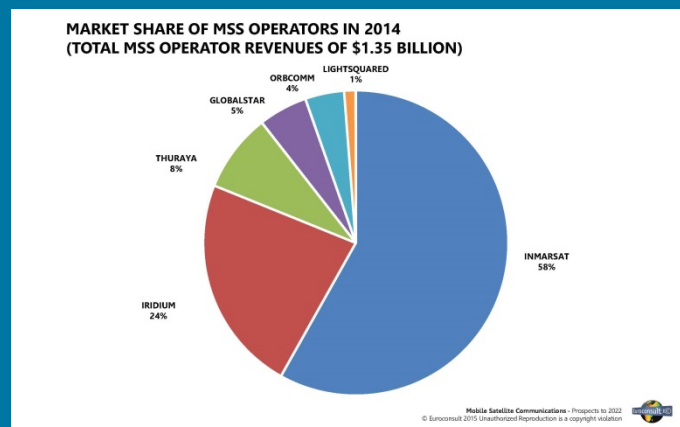
- MSS operators: Financials, strategies & positioning
- Value chain & distribution

## MARKET SEGMENTS: MARITIME, AERO, LAND, GOVERNMENT

- Supply (including key players)
- Business models, major trends, competition
- Applications & devices, regulation
- Key assumptions & forecasts to 2024

## A MUST READ FOR:

- ✓ Satellite operators
- ✓ Service providers
- ✓ Equipment manufacturers
- ✓ Banks & investors
- ✓ Telecommunications companies
- ✓ Satellite manufacturers
- ✓ Launchers
- ✓ Space & other government agencies



**EXTENSIVE FIGURES & ANALYSIS FOR THE COMING DECADE**

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## 01\ STRATEGIC ISSUES AND FORECASTS

### THE MSS SECTOR IS HEADING TO A NEW ERA IN A CHALLENGING MARKET ENVIRONMENT

- > 1.3 billion in MSS wholesale service revenue in 2014
- > More than 3.3 million MSS terminals in service in 2014
- > Product innovations to keep MSS moving forward

### MSS IS LOSING THE GROUND TO VSAT BUT MSS DEMAND IS STILL GROWING

- > Data requirements are growing despite stronger VSAT competition
- > Handheld market remains resilient
- > Regulatory and safety communications make MSS irreplaceable
- > Key vertical segments for sustainable growth
- > Government is a big and uncertain market

### NEW GENERATION SATELLITES TO RESHAPE THE MARKET

- > Increasing competition from FSS operators
- > GX to have an impact on high end MSS market
- > New generation L-band satellites to bring new opportunities
- > Increasing capabilities with new-generation MSS satellites
- > Spectrum still a scarce resource in the MSS world
- > MSS to get more convergent with other technologies

### MSS INDUSTRY FORECASTS THROUGH 2024

- > MSS industry to grow at 5% CAGR in revenue over 2014–2024
- > Land to remain as the largest MSS market with over \$900 million in wholesale service revenues in 2024
- > North America to remain leading region for MSS industry

## 02\ MSS VALUE CHAIN

### THREE OPERATORS ACCOUNT FOR NEARLY 90% OF THE MARKET TODAY

- > Single digit revenue growth for MSS operators in 2014
- > Large variations in profitability among MSS operators
- > Investments on the eve of new generation service launch

### OPERATORS' STRATEGIES AND POSITIONING

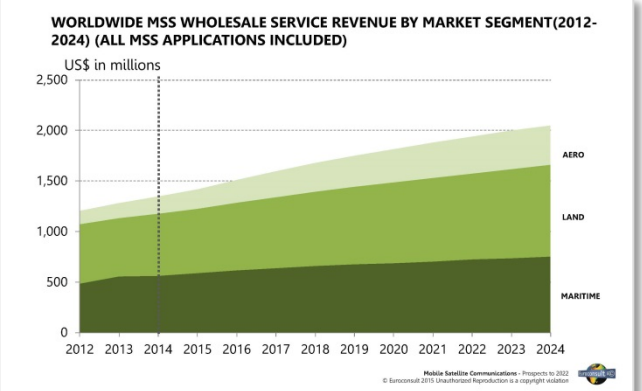
- > Market positioning of MSS operators
- > Product portfolios of MSS operators
- > MSS operators use vertical integration to control the market

### SERVICE PROVIDERS PLAY A KEY ROLE IN THE MSS MARKET

- > Business model of MSS service providers
- > Expanding service distribution network for all MSS operators
- > More diversified distribution channel for mass market products

### MSS EQUIPMENT MANUFACTURERS

- > Various strategies of equipment manufacturers
- > Direct and indirect equipment sales models applied by MSS operators
- > Key equipment manufacturers active in both MSS and VSAT markets
- > The number of players is increasing with new MSS products



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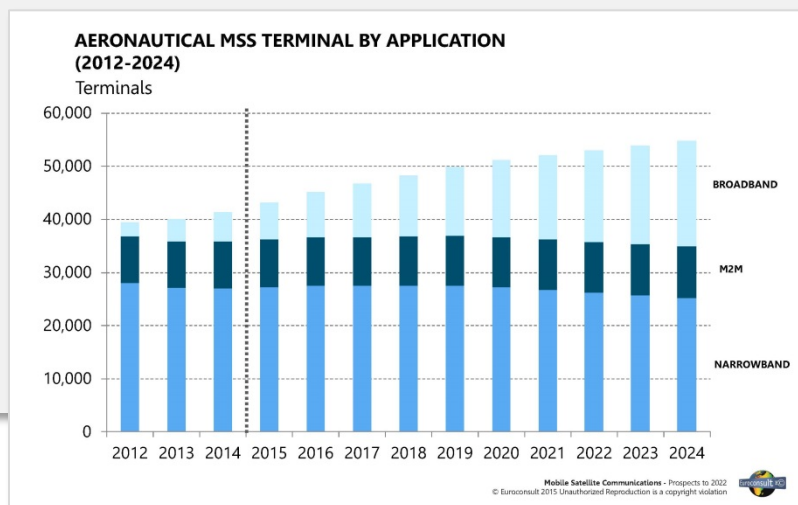
### UNBROKEN GROWTH IN THE MARITIME MARKET

- > \$507 million commercial maritime wholesale service revenues at year-end 2014
- > Inmarsat is still the market leader
- > Commercial shipping as the key MSS market
- > Traffic concentrates in the northern Atlantic and the Asia Pacific region
- > A large range of MSS products driving growth
- > Broadband driven by higher data rate requirements
- > Opportunities in the M2M market pushed by emerging segments
- > Service provider are getting more specialized
- > Regulations still playing critical role
- > Key trends and drivers in the MSS maritime market
- > An intensifying maritime VSAT competition
- > Forecast for the maritime MSS market to 2024

## 4\ AERONAUTICAL MARKET

### HIGH POTENTIAL FOR THE EMERGING AERO MARKET

- > \$125 million in wholesale service revenues in the MSS aero market in 2014
- > Two MSS operators competing in the market
- > North America leads the MSS aero market
- > Dynamics in the addressable aero markets
- > Regulation plays a key role in the market
- > A large variety of MSS aero products now on the market
- > Strong growth of broadband communications
- > M2M mainly used for cockpit communications
- > Increasing market consolidation and partnerships along the value chain
- > Major trends and drivers
- > Large opportunities for in-flight entertainment and connectivity
- > New applications driving demand for low-data-rate and basic voice communications
- > MSS taking advantage of low cost and small equipment
- > An even more competitive environment
- > Forecast for the aeronautical MSS market to 2024



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## 5\ LAND MARKET

### COMPETITIVE AND HETEROGENEOUS LAND MOBILE MARKET

- > A large mix of applications
- > A strong competitive landscape for MSS operators
- > Natural disasters pushing land MSS demand

### VOICE AS THE LEADING LAND-MOBILE APPLICATION

- > Close to \$225 million land handheld service revenue for MSS operators in 2014
- > Professional users as key satellite phone users
- > Industrial design required by professional users
- > Established players are setting high product prices
- > Satellite-only handsets take over hybrid solutions
- > Diversified distribution channels
- > An event-driven handheld market
- > The ramp up of Inmarsat in the handheld market

### THE RISE OF LAND BROADBAND DATA APPLICATIONS

- > BGAN dominating in the broadband market
- > New types of users in the MSS broadband market

### STILL LOW REVENUE SHARE FOR M2M BUT HIGH SHARE IN TERMINALS

- > Large opportunities for MSS M2M in the land market
- > Two different models for MSS operators
- > Value-added resellers as a key in the value chain
- > Terminal growth driving the low-ARPU M2M business
- > Dual-mode terminals: highly competitive solutions
- > Hardware costs keep decreasing
- > A lot of consolidations in the M2M market
- > New distribution channels further pushing growth
- > MSS M2M solutions reaching new vertical segments
- > Various terrestrial technologies still heightening competition

### FORECAST FOR LAND MSS MARKETS TO 2024

- > M2M, the main growth driver in terms of MSS terminal numbers
- > Land wholesale service revenues at around \$770 million by 2024



## 06\ GOVERNMENT MARKET

### GOVERNMENT IS A KEY MARKET FOR MSS OPERATORS

- > Military as the largest government user
- > Military operations highly impacting the MSS industry
- > The US DoD as the single largest MSS customer
- > Key requirements and applications for government users
- > A move from the Middle East and Africa toward Asia
- > Service distribution for government/military users
- > Competition from other satellite systems
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