The essential tool for business planning and investment decisions in the satellite industry:

Analysis of all fixed satellite communications applications – strategic review of satellite operators’ business models – thirteen regional profiles – extensive figures & analysis for the coming decade

- Hundreds of graphs & tables
- Thousands of data points
- Comprehensive digital files
- Priced at 6,000 euros

The FSS industry is in the midst of unprecedented change, with the dramatic downsizing of traditional pricing leading to decreasing revenues for many in the sector and the possibility of major restructuring or consolidation on the horizon.

Within the context of this very competitive and turbulent landscape, the satellite communications sector must embrace innovation as a means to recover and thrive over the coming decade. Despite a decline of over $2 billion in annual regular capacity revenues, Euroconsult forecasts the total market to grow to $15.3 billion in 2026. Revenue growth is to be largely carried by HTS systems that are better positioned to address the growing demand of data-centric applications.

The last two years have confirmed the appeal of HTS for several user segments through the signing of capacity contracts and the endorsement of broadband LEO constellation projects by companies such as SoftBank. The leasing of larger capacity volumes will however be at the expense of lower pricing, also in a context of heightening competition. HTS market revenues should increase significantly over the coming decade to more than 50% of FSS market revenues by 2026. Moving forward, HTS systems will represent a driving force for data segments, with regular wide-beam capacity continuing to occupy a complementary role. This regular capacity will remain key to the TV broadcasting business.

As part of the satellite capacity shall increasingly become a commodity product, some satellite operators are transitioning from wholesale bandwidth supplier to managed service providers to get closer to the end customer and to avoid the commodity price trap. At the same time, growth opportunities will continue to materialize such as those found in emerging regions, with TV distribution, government programs for rural connectivity, enterprise networks and cellular backhaul all continuing to grow over the next ten years. In the most mature markets, some historical businesses will erode, potentially including TV distribution. In the meantime, new growth opportunities for mobility, broadband access and wireless network extension should be enabled by new satellite solutions.
ABOUT SATELLITE COMMUNICATIONS & BROADCASTING MARKETS SURVEY

ABOUT

Now in its 24th edition, Satellite Communications & Broadcasting Markets Survey is the definitive business planning tool supporting investment decisions in the satellite industry. Released annually, it provides the most complete and accurate picture of market conditions and extensive, insightful analysis of market trends.

ELEMENTS OF THE REPORT INCLUDE:

- PDF & Excel & Files
- Thousands of data points
- Executive summary
- 13 regional profiles

KEY TRENDS, DRIVERS & FORECASTS FOR FSS SATELLITE COMMUNICATIONS:

- Transponder pricing trends
- Demand trends & 10-year forecasts by application, region & frequency band
- Supply trends & 10-year forecasts by region & frequency band
- Operators’ market shares by application and region
- Assessment of high throughput services (including Ka & Ku-band)
- Upgraded supply databases & expended HTS demand forecast with capacity leased versus used

WHO WILL BENEFIT FROM THIS REPORT?

- Satellite Operators
- Launchers
- Satellite & Equipment Manufacturers
- Investors & Financial Institutions
- Administrations & Space Agencies
- Service Providers
- Telecommunications Companies

TRUSTED BY KEY SATELLITE PLAYERS, REPRESENTING OVER 80% OF THE INDUSTRY


Governments: EUMETSAT, GCHQ, IctQATAR, Industry Canada, Ministère de Commerce Extérieur de la Russie, Azerbaijan Republic…

Space Agencies: ASI, CSA, CAST, CNES, ESA, ISRO, JAXA, Center of Space Communications in Kazakhstan, Electronic Telecommunications Research Institute, SK Telecom, Ericsson, Cyfrowy Polsat S.A….

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> Benchmark of past & present forecasts & changes in methodology
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> Profile of the main frequency bands in use
> World map of satellite capacity by frequency band (2015 data)
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Regional profiles are analyzed in the same way, with dedicated graphs and tables for easy comparison:

- Overview
- Application segments
- Capacity lease rates & revenues
- Capacity supply & fill rate
- Positioning & market share of satellite operators
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