

# **Global Satellite Market: Trends & Opportunities (2015-20)**

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## **Abstracts**

### **Scope of the Report**

The report titled “Global Satellite Market: Trends and Opportunities (2015-2020)” analyzes the potential opportunities and significant trends in the global satellite manufacturing, satellite services and satellite ground equipment markets. The report provides detailed analysis of the market size and segmentation of the satellite industry with regional focus on the United States satellite market. It assesses the market share of the satellite industry based on certain parameters like segmentation, operational function and orbital launch. The report profiles and analyzes the business strategies of the leading companies operating in the segment such as Intelsat S.A., Eutelsat Communications S.A. and SES S.A.

### **Geographical Coverage**

The United States

### **Company Coverage**

Intelsat S.A.

Eutelsat Communications S.A.

SES S.A.

## Executive Summary

Satellite industry forms an integral part of both space and telecom industry. The satellite industry has developed dramatically over recent years, both in terms of capability and its image. The industry plays fundamental role in providing services like broadcasting, managed network services, mobile data, voice services and remote and image sensing. The satellite industry is primarily categorized into four segments - Satellite services, Satellite Manufacturing, Satellite Launch and Satellite Ground Equipment Market. The satellite services segment is the largest segment of the satellite industry witnessing the highest growth.

Developed Western economies like the United States and several countries of Europe have maintained a positive momentum in the satellite industry. Demand for high definition TV conversion, direct to home (DTH) television and intercontinental transmission is projected to drive growth in developed economies. Further, growth of the satellite industry is significantly higher in Middle East and North Africa as compared to rest of the world.

Some of the existing fundamentals such as rapid growth of internet access, video diffusion, demand for digital TV and growth in communication and broadcasting market underpin growth of the industry globally. Major market constraints are competition from fiber optical cable, capital intensive business, spectrum access risk and technology risk. Key trends prevailing in the market includes use of hybrid DTH and terrestrial broadband concept and prevalence of mobile broadband in markets in Asia.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. SATELLITE INDUSTRY: OVERVIEW**

#### 2.1 Satellite Industry Value Chain

### **3. GLOBAL SATELLITE INDUSTRY**

#### 3.1. Market Sizing and Growth

#### 3.2 Market Share

##### 3.2.1 Share by Operational Functions

##### 3.2.2 Share by Competitors

### **4. SATELLITE INDUSTRY: MARKET SEGMENTATION**

#### 4.1 Satellite Services Market

#### 4.2 Satellite Manufacturing Market

##### 4.2.1 No. of Spacecraft Launched

##### 4.2.2 Order by region

#### 4.3 Satellite Launch Market

#### 4.4 Satellite Ground Equipment Market

### **5. GLOBAL SATELLITE INDUSTRY: REGIONAL ANALYSIS**

#### 5.1 The United States

##### 5.1.1. Satellite Manufacturing Market

##### 5.1.2 The US Commercial Satellites

##### 5.1.3. Satellite Launch Market

### **6. GLOBAL SATELLITE INDUSTRY MARKET TRENDS**

#### 6.1 Hybrid DTH and Terrestrial Broadband Concept

#### 6.2 Prevalence of Mobile Broadband in Asia

### **7. GLOBAL SATELLITE INDUSTRY GROWTH DRIVERS & CHALLENGES**

#### 7.1 Growth Drivers

- 7.1.1 Rapid Growth in Internet Access
- 7.1.2 Video Diffusion
- 7.1.3 Digital TV Growth
- 7.1.4 Growth in Communication and Broadcasting Market
- 7.2 Challenges
  - 7.2.1 Competition from Fiber Optic Cable
  - 7.2.2 Capital Intensive Business
  - 7.2.3 Spectrum Access Risk
  - 7.2.4 Technology Risk

## **8. COMPETITIVE LANDSCAPE**

## **9. COMPANY PROFILES**

- 9.1. Intelsat S.A.
  - 9.1.1 Business Description
  - 9.1.2 Financial Overview
  - 9.1.3. Business Strategies
- 9.2 Eutelsat Communications S.A.
  - 9.2.1 Business Description
  - 9.2.2 Financial Overview
  - 9.2.3 Business Strategies
- 9.3 SES S.A.
  - 9.3.1 Business Description
  - 9.3.2 Financial Overview
  - 9.3.3 Business Strategies

## List Of Charts

### LIST OF CHARTS

Figure 1: Satellite Industry Mapping

Figure 2: Satellite Operators – Fixed Satellite Service, Mobile Satellite Service and Direct Broadcast Satellite Service

Figure 3: Global Satellite Industry Market Size by Value, 2009-14 (US\$ Billions)

Figure 4: Global Satellite Industry Market Size by Value Forecasted, 2015E-20E (US\$ Billion)

Figure 5: Global Satellite Industry Market Share by Operational Function (2014)

Figure 6: Global Satellite Operators Market Share by Revenue (2014)

Figure 7: Global Satellite Industry Segmentation (2009-2014)

Figure 8: Global Satellite Services Market Size by Value, 2009-14 (US\$ Billion)

Figure 9: Global Satellite Services Market Size by Value Forecasted, 2015E-20E (US\$ Billion)

Figure 10: Global Satellite Manufacturing Market Size by Value, 2009-14 (US\$ Billion)

Figure 11: Global Satellite Manufacturing Market Size by Value Forecasted, 2015E-20E (US\$ Billion)

Figure 12: Global Satellite Manufacturing Market Volume Share by Segment (2014)

Figure 13: Global Satellite Manufacturing Market Value Share by Segment (2014)

Figure 14: Global Commercial Satellite Manufacturing Order by Region, 2008-14

Figure 15: Global Satellite Launch Market Size by Value, 2009-14 (US\$ Billion)

Figure 16: Global Satellite Launch Market Size by Value Forecasted, 2015E-20E (US\$ Billion)

Figure 17: Global Commercially Procured Satellite Launches by Orbit (2014)

Figure 18: Global Satellite Ground Equipment Market Size by Value, 2009-14 (US\$ Billion)

Figure 19: Global Satellite Ground Equipment Market Size by Value Forecasted, 2015E-20E (US\$ Billion)

Figure 20: Global Satellite Ground Equipment Market Share by Segment, 2009-14

Figure 21: The United States Satellite Industry Market Size by Value, 2009-14 (US\$ Billions)

Figure 22: The United States Satellite Industry Market Size by Value Forecasted, 2015E-20E (US\$ Billions)

Figure 23: The US Commercial GSO Satellite Market Share by Competitors Forecast (2015-2017E)

Figure 23: The US Commercial GSO Satellite Demand by Weight (2015-2017E)

Figure 24: The US Commercial NGSO Payload Market Share by Competitors

(2015-2016E)

Figure 25: The US Satellite Launch Market Share by Competitors (2015-2017E)

Table 1: Orbital ATK Space Systems & Launch Products Competition by Product Line

Figure 26: Hybrid DTH and Terrestrial Broadband Concept

Figure 27: Mobile Broadband Connections in Asia Pacific Region, 2008-15 (Millions)

Figure 28: Internet Users in the World by Geographic Region, November 2015 (Millions of Users)

Figure 29: Video & Media Market Screening

Figure 30: Global Digital TV Households by Region, 2010-20 (Million)

Table 2: Comparison of Table: Peer Sales, Margins and Growth Prospects

Table 3: Main Peers Valuation Multiples

Figure 31: Intelsat S.A. Revenue by Business Segment (2014)

Figure 32: Intelsat S.A. Revenue, FY11-FY14 (US\$ Billions)

Figure 33: Eutelsat Communications S.A. Revenue by Geography (2014)

Figure 34: Eutelsat Communications S.A. Revenue, FY12-FY15 (US\$ Billions)

Figure 35: SES S.A. Revenue Share by Geography (2014)

Figure 36: SES S.A. Revenue, 2012-14 (US\$ Billions)

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