

Mobile Satellite TV: Market Research Report

https://marketpublishers.com/r/MCCA73D54ECEN.html Date: February 2010 Pages: 384 Price: US\$ 3,950.00 (Single User License) ID: MCCA73D54ECEN

Abstracts

This report analyzes the worldwide markets for Mobile Satellite TV in US\$ Million.

The report provides separate comprehensive analytics for North America, Europe, Asia-Pacific, and Rest of World.

Annual forecasts are provided for each region for the period 2007 through 2015.

The report profiles 61 companies including many key and niche players worldwide such as Alcatel-Lucent, AT&T Inc., DiBcom, DISH Network Corporation, KVH Industries, Inc., Nagravision SA, and RaySat, Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.



Contents

I.INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations Disclaimers Data Interpretation & Reporting Level Quantitative Techniques & Analytics Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1.INDUSTRY OVERVIEW

Mobile Satellite TV: New Era in TV Broadcasting Service Initiatives in the Mobile Television Industry

Table 1. World Recent Past, Current & Future Analysis for Mobile Satellite TelevisionAnalyzed with Number of End-Use Terminals in Service in Thousand Units for Years2006 through 2015 (includes corresponding Graph/Chart)

Mobile TV Generates Additional Revenues for Participants Mass Adoption – Focus Area for Operators Opportunities and Challenges Consumers Drive Growth Developing World to Lead Adoption Free-to-Air Signals to Affect Dedicated Mobile TV Networks Slow Uptake of Advertising

Table 2. Advertisement Revenues as % of Global Mobile Television Revenues for Years (2006-2012) (includes corresponding Graph/Chart)

Recent Developments Across Major Regional Markets

2.REGIONAL MARKET PERSPECTIVE

2A.NORTH AMERICA

Mobile Satellite TV: Market Research Report



A. MARKET ANALYSIS

Mobile TV in the US – A Nascent Market Professional Content to Drive Growth

3G SERVICES AND SMARTPHONE DRIVE GROWTH

Demographic Factors Influence Mobile TV Uptake Countering Competition from Other Video Services Competition Between European and US Technology Developers Culture – Critical Role in Technology Selection Evolving Business Models Apple Offdeck Model Mobile Digital TV Free Mobile DTV Requirements Mobile TV- App

B. MARKET ANALYTICS

Table 3. North American Recent Past, Current & Future Analysis for Mobile SatelliteTelevision by with Annual Service Revenues in US\$ Million for Years 2007 through2015 (includes corresponding Graph/Chart)

2B.EUROPE

A. MARKET ANALYSIS

Satellite Technologies to Drive Growth EC Initiatives in Mobile TV Promotion Spectrum Interoperability or Standards Significance of DVB-H Suitable Regulatory Environment Mobile TV Initiatives in Select European Countries Eastern Europe Offers Potential Growth Opportunities Market Shares: Historic Data



Table 4. Leading Operators in Western Europe Market for Mobile TV (2005): Percentage Share Breakdown by Number of Subscribers for Vodafone, Orange, Telefonica, T-Mobile, KPN, 3 and Others (includes corresponding Graph/Chart)

Table 5. Leading Operators in the Western Europe Market for Mobile TV (2005):Percentage Breakdown by Content Revenue for Vodafone, Telefonica, Orange, T-Mobile, 3, KPN and Others (includes corresponding Graph/Chart)

Table 6. Western European Market for Mobile TV (2005): Percentage Share Breakdown of Content Revenue by Country for Italy, UK, Germany, Spain, France, the Netherlands, Greece, Portugal, Belgium and Sweden (includes corresponding Graph/Chart)

The United Kingdom Broadcasting Landscape in a Transition DVB Standards Growth Drivers Major Sporting Events User Generated Video Spectrum Acquisition for Mobile TV Services Growth Barriers Recession & Cost Containment Measures Unclear Business Model Quality of Mobile TV Services Limited Content Range Consumer Perception of Mobile-Content Lack of Standards Catch up on Television

B. MARKET ANALYTICS

Table 7. European Recent Past, Current & Future Analysis for Mobile SatelliteTelevision by Geographic Region – France, Germany, Italy, UK, Spain & Rest of EuropeMarkets Independently Analyzed with Annual Revenues in US\$ Million for Years 2007through 2015 (includes corresponding Graph/Chart)

Table 8. European 8-Year Perspective for Mobile Satellite Television by GeographicRegion – Percentage Breakdown of Dollar Revenues for France, Germany, Italy, UK,



Spain and Rest of Europe Markets for Years 2007, 2009, & 2015 (includes corresponding Graph/Chart)

Table 9. European Recent Past, Current & Future Analysis for Mobile SatelliteTelevision by Geographic Region – France, Germany, Italy, UK, Spain and Rest ofEurope Markets Independently Analyzed with Number of Customers in Million for Years2007 through 2015 (includes corresponding Graph/Chart)

Table 10. European 9-Year Perspective for Mobile Satellite Television by GeographicRegion – Percentage Breakdown of Number of Customers for France, Germany, Italy,UK, Spain and Rest of Europe Markets for Years 2007, 2009 & 2015 (includescorresponding Graph/Chart)

2C.ASIA-PACIFIC

A. Market Analytics

Asia-Pacific: A Market with High Growth Potential High Demand for Free-to-Air Mobile TV Services Japan & South Korea – Active Adopters of Mobile TV Services Governments Develop Initiatives to Promote Mobile TV Selecting Appropriate Business Model – A Critical Issue Established Players Struggle to Sustain Operations SpeedCast – New Entrant with Turnkey Services China Development of Mobile TV Services in China Satellite Broadcasting – Ideal for China's Geography Factors Promoting Sustainable Development India South Korea Surging Subscriber Base for Mobile Television Taiwan

B. MARKET ANALYTICS

Table 11. Asia-Pacific Recent Past, Current & Future Analysis for Mobile SatelliteTelevision by with Annual Service Revenues in US\$ Million for Years 2007 through2015 (includes corresponding Graph/Chart)



2D.REST OF WORLD

Market Analysis

Table 12. Rest of World Recent Past, Current & Future Analysis for Mobile SatelliteTelevision by with Annual Service Revenues in US\$ Million for Years 2007 through2015 (includes corresponding Graph/Chart)

3.PRODUCT OVERVIEW

Mobile TV – An Introduction
Delivery Methods
Competing Technologies/Standards
Standards for Mobile TV
A Glance at Global Mobile TV Standards
Satellite Mobile TV Vs Terrestrial Mobile TV
Mobile TV Industry Value Chain
Challenges for Mobile TV Industry
Challenges Facing Device Manufacturers
Phone Characteristics
Memory
User Interface Design
Processing Power
Challenges Facing Content Providers
Other Challenges
Pricing
Business Models
Spectrum Allocation and Technology Standard
Content Protection
Mobile Satellite TV System
Mobile Satellite TV Antenna

4.RECENT INDUSTRY ACTIVITY

UltiSat Takes Over Fixed and Mobile Satellite Assets of TDC Inmarsat to Takeover Interest in Skywave Telematics Dish Network Partners with Alcatel-Lucent to Test Satellite Technology and Spectrum SES Americom Selected by JUS Punjabi to Distribute the First US Punjabi Network



Kanto Bureau Grants Radio License to JSAT MOBILE Communications Sky Perfect to Form Joint Venture with Stratos Solaris and Inmarsat Bag Satellite Mobile TV Services Solaris Mobile to Execute Pan-European Mobile Satellite Services Nagravision and CSM JV Enlarges Mobile TV Coverage Screen Service Snaps Up Reti Radiotelevisive Digitali Balaton Group Takes Over MotoSAT MSV Changes Name to SkyTerra MSV, ICO Global Communications and Qualcomm Ink Agreement T-Mobile CZ Selects Nagravision for OMA BCAST Smart Card Profile System Dominanta Selects Nagravision to Provide First CAS for Mobile TV in Russia C-COM Satellite Systems Bags Order for iNetVu Mobile Antennas Newport Media Takes Over WRG China Satellite Mobile Broadcast Selects Nagravision as Official CAS Marketer for Mobile TV Services

5.PRODUCT/SERVICE LAUNCHES

RaySat Introduces Dedicated Mobile Distribution Platform RaySat Broadcasting and AT&T Services Unveil AT&T CruiseCastSM Service ILS Proton launches W2A Satellite of Eutelsat Solaris Mobile Launches Europe's Initial S-Band Payload Solaris Mobile to Unveil In-car Infotainment Services Bell Mobility Unveils Live Mobile Television Powered by QuickPlay Sidsa Introduces Multistandard Chip Winegard Unveils CARRYOUT™ Automatic Portable Satellite TV Antenna Thuraya Rolls Out Mobile Satellite Service CSMBC and Shanghai Handy TV to Launch Mobile TV Service Samir Photographic Supplies Launches SATBox Newtec Launches HZ914 Multistream Satellite Receiver and AZ810 Stream Aggregator Dish Mexico to Introduce Mobile TV on WiMax OMVC to Launch Mobile DTV Service Across US KVH Launches Ultra-Compact TracVision M1 King Controls Launches VuQube Mobile Satellite TV Antenna Models Broadcom Introduces 65NM Digital TV Single Chip Receivers Intellian Technologies Releases Antenna Systems for Marine Satellite TV Advantech Rolls Out Mobile Antenna Systems Fleet SpeedCast and Alcatel-Lucent to Introduce DVB-H Platform KVH Industries Rolls Out TracVision® SlimLine Series Antennas



UDcast to Unveil Optimization Technologies for Mobile TV and WiMAX ILS and S2M Collaborate to Unveil Mobile TV Satellite Across MENA Etisalat and MBC Jointly Introduces Internet TV DVB-SH Ecosystem Leaders Demonstrate DVB-SH Mobile TV in UHF and S-Band

6.FOCUS ON SELECT PLAYERS

Alcatel-Lucent (France) AT&T Inc. (US) DiBcom (France) DISH Network Corporation (US) KVH Industries, Inc. (US) Nagravision SA (Switzerland) RaySat, Inc. (US)

7.GLOBAL MARKET PERSPECTIVE

Table 13. World Recent Past, Current & Future Analysis for Mobile Satellite Televisionby Geographic Region – North America, Europe, Asia-Pacific, and Rest of WorldMarkets Independently Analyzed with Annual Service Revenues in US\$ Million forYears 2007 through 2015 (includes corresponding Graph/Chart)

Table 14. World 8-Year Perspective for Mobile Satellite Television by GeographicRegion – Percentage Breakdown of Dollar Revenues for North America, Europe, Asia-Pacific, and Rest of World Markets for Years 2007, 2009 & 2015 (includescorresponding Graph/Chart)

III. COMPETITIVE LANDSCAPE

Total Companies Profiled: 61 (including Divisions/Subsidiaries - 64) Region/CountryPlayers The United States Canada Japan Europe France The United Kingdom Italy



Spain Rest of Europe Asia-Pacific (Excluding Japan) Latin America Middle-East



I would like to order

Product name: Mobile Satellite TV: Market Research Report

Product link: https://marketpublishers.com/r/MCCA73D54ECEN.html

Price: US\$ 3,950.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/MCCA73D54ECEN.html</u>