

Welcome to the CONSUMER APPLICATIONS SESSION

ARTES Applications Workshop 5-6 April 2011 ESTEC



Satcom has changed the societal landscape, bringing Direct To Home TV virtually everywhere



In combination with mobile telephony and Internet, DTH is contributing to drastic changes at societal, cultural and political level.

With pace, geo scale and impacts beyond predictions



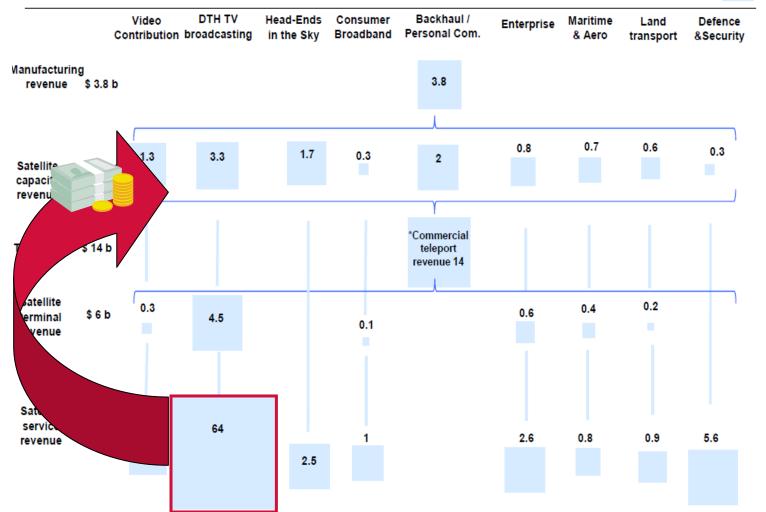
SATCOM SECTOR VALUE CHAIN





ESA: Assessment of strategic trends impacting the satcom sector Consolidated satellite value chain - 2009

2009



European Space Agency

Satellite TV Broadcasting



- 60-70% of all satellite capacity is dedicated to TV
- >27,000 digital TV channels via satellite
- In spite of being a mature service BSS demand continues growing 4-5% per year
- HDTV (~1000 channels today) constitutes the major driver for additional growth
- Emergence of new forms of TV with increased capacity demand: e.g. 3DTV,
 Super HDTV Tests of NHK on 10 M pixel screens, requiring > 100 Mbps
 channels

Source: J.M. Casas, ESA

Landscape for Consumers Applications



- Migration towards full digital media and IP
- Enhancing user experience (HD > 3D)
- Growth in connectivity performance (satcom struggle)
- Increase role of interactivity (Web 2.0)
- Progressive uptake of User Generated Content





