

Welcome to the **CONSUMER APPLICATIONS SESSION**

ARTES Applications Workshop

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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



- 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

- 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



Community TV content making

