

Satellite Industry Indicators Fact Sheet



Results of the 2005 Satellite Industry Indicators Study

Conducted for the
Satellite Industry Association
by Futron Corporation

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Satellite Industry Indicators Fact Sheet Contents

This fact sheet presents revenue indicators for the satellite industry. Overall indicators are shown first, followed by a breakdown by market segment. These indicators were calculated from results of the Satellite Industry Association's 2005 Satellite Industry Indicators Survey and from publicly available data. All indicators reflect figures as of December 31 of each year. These indicators include revenue of commercial companies engaged in providing products and services to both commercial and government customers. The indicators include satellite and ground equipment manufacturing and launch services data for classified programs where information is available.

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Global Satellite Industry Revenue (\$ Billions)

	2000	2001	2002	2003	2004	2005
Satellite Manufacturing ¹	\$11.5	\$9.5	\$11.0	\$9.8	\$10.2	\$7.8
Launch Industry ²	\$5.3	\$3.0	\$3.7	\$3.2	\$2.8	\$3.0
Satellite Services	\$28.9	\$32.3	\$35.6	\$39.8	\$46.9	\$52.8
Transponder agreements ³	\$7.7	\$7.3	\$6.9	\$7.4	\$7.0	\$7.3
Subscription/retail services ⁴	\$21.2	\$25.0	\$28.7	\$32.4	\$39.9	\$45.5
Ground Equipment	\$18.5	\$19.6	\$21.0	\$21.5	\$22.8	\$25.2
TOTAL	\$64.2	\$64.4	\$71.3	\$74.3	\$82.7	\$88.8

United States Satellite Industry Revenue (\$ Billions)

	2000	2001	2002	2003	2004	2005
Satellite Manufacturing	\$6.0	\$3.8	\$4.4	\$4.6	\$3.9	\$3.2
Launch Industry	\$2.7	\$1.1	\$1.0	\$2.1	\$1.5	\$1.5
Satellite Services	\$10.6	\$12.1	\$13.9	\$17.9	\$21.1	\$26.1
Transponder agreements	\$2.2	\$1.3	\$1.2	\$2.6	\$2.5	\$2.7
Subscription/retail services	\$8.4	\$10.8	\$12.7	\$15.3	\$18.6	\$23.4
Ground Equipment ⁵	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
TOTAL	\$19.3	\$17.0	\$19.3	\$24.6	\$26.5	\$30.8

¹ All manufacturing revenue associated with a satellite is captured in the year a satellite is launched.

² All revenue associated with a launch is captured in the year a satellite is launched.

³ The transponder leasing revenue indicators represent satellite system operators offering transponders for sale or lease for full-time or occasional use. These indicators do not include companies engaged in the re-sale or re-lease of transponders or brokering of transponder time/capacity.

⁴ The subscription/retail services indicator encompasses Direct-to-Home (DTH) television services, satellite mobile telephone services, satellite data communications services, direct radio services, Very Small Aperture Terminals (VSAT) services, and the sale of remote sensing imagery and value-added services. Since DTH television, satellite mobile data communication, and VSAT services are sometimes provided over leased transponders, payments to transponder leasing companies by these service providers are reflected in the transponder leasing indicator.

⁵ Revenue from the sale of ground equipment is only captured at the global level.

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Satellite Manufacturing

The satellite manufacturing segment of the satellite industry includes the construction and sale of satellites to both commercial and government customers. The indicators presented below show the revenue from satellite construction contracts. Revenue is shown for prime contractors only. All satellite manufacturing revenues are recognized in the year of launch.

Global Satellite Manufacturing Revenue (\$ Billions)

	2000	2001	2002	2003	2004	2005
Commercial	\$4.5	\$2.9	\$3.2	\$1.7	\$1.8	\$2.3
Government	\$7.0	\$6.5	\$7.8	\$8.1	\$8.4	\$5.5
TOTAL	\$11.5	\$9.4	\$11.0	\$9.8	\$10.2	\$7.8

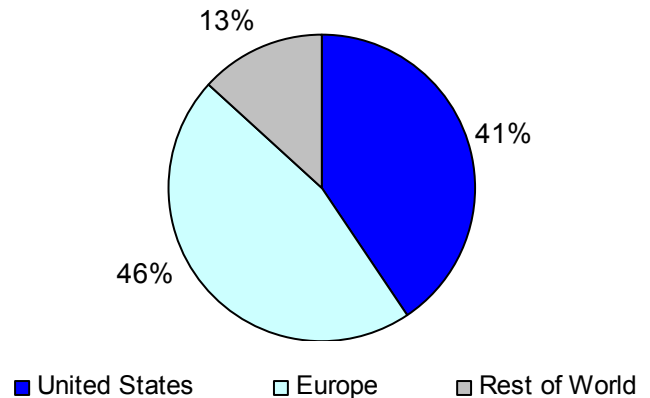
Satellite Manufacturing Revenue by Manufacturer Location (\$ Billions)

Revenue is assigned to regions based on the geographic location of the manufacturers' headquarters. Historical data show total U.S. and non-U.S. satellite manufacturing revenue. Data for 2002 through 2005 include additional breakouts for the United States, Europe, and Rest of World. Breakouts for 2002 through 2005 are also provided by customer type (commercial and government).

	2000	2001	2002	2003	2004	2005
United States	\$6.0	\$3.8	\$4.4	\$4.6	\$3.9	\$3.2
Non-United States	\$5.5	\$5.7	\$6.6	\$5.2	\$6.3	\$4.6
TOTAL	\$11.5	\$9.5	\$11.0	\$9.8	\$10.2	\$7.8

	2002	2003	2004	2005
United States				
Commercial	\$1.7	\$1.2	\$1.4	\$1.3
Government	\$1.6	\$3.4	\$2.5	\$1.9
Europe				
Commercial	\$1.6	\$0.4	\$0.4	\$0.9
Government	\$4.2	\$2.1	\$4.2	\$2.7
Rest of World				
Commercial	\$0.0	\$0.1	\$0.0	\$0.1
Government	\$2.0	\$2.6	\$1.8	\$1.0
TOTAL	\$11.0	\$9.8	\$10.2	\$7.8

2005 Manufacturing Market Share by Region



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Launch Industry

The launch industry segment includes the manufacture of launch vehicles and the provision of launch services. This section provides revenue data for the launch industry. All launch industry revenues are recognized in the year of launch and are shown for prime contractors. Regional revenue is calculated based on the geographic location of the primary vehicle manufacturers. For example, the Proton launch vehicle is manufactured in Russia and it is counted in the Europe region. On the other hand, Sea Launch, because of its unique international partnerships, is included in the United States region. Revenue from the launch of both commercially-owned and government-owned payloads is included.

Global Launch Industry Revenue by Supplier Location (\$ Billions)

	2000	2001	2002	2003	2004	2005
United States						
Commercial payloads	\$1.1	\$0.4	\$0.3	\$0.5	\$0.6	\$0.4
Government payloads	\$1.6	\$0.8	\$0.8	\$1.6	\$0.9	\$1.1
Europe						
Commercial payloads	\$0.7	\$1.0	\$1.5	\$0.7	\$0.6	\$1.0
Government payloads	\$1.7	\$0.8	\$0.7	\$0.3	\$0.5	\$0.4
Rest of World						
Commercial payloads	\$0.1	\$0.0	\$0.0	\$0.0	\$0.0	\$0.1
Government payloads	\$0.2	\$0.1	\$0.4	\$0.2	\$0.2	\$0.1
Total						
Commercial payloads	\$1.8	\$1.4	\$1.8	\$1.2	\$1.2	\$1.4
Government payloads	\$3.5	\$1.7	\$1.9	\$2.0	\$1.6	\$1.6
GRAND TOTAL	\$5.3	\$3.0	\$3.7	\$3.2	\$2.8	\$3.0

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Satellites Launched in 2005 by Launch Services Provider and Region

Payload Name	Launch Service Provider	Launch Provider Region
APStar 6	China Great Wall Industry Corp.	Asia
FSW 21	China Great Wall Industry Corp.	Asia
FSW 22	China Great Wall Industry Corp.	Asia
SJ 7	China Great Wall Industry Corp.	Asia
Kosmos 2414	AKO Polyot	Eastern Europe
Tatiana	AKO Polyot	Eastern Europe
Cryosat	Eurockot Launch Services GmbH	Eastern Europe
AMC 23	International Launch Services	Eastern Europe
Anik F1R	International Launch Services	Eastern Europe
DirecTV 8	International Launch Services	Eastern Europe
AMC 12	International Launch Services	Eastern Europe
Express AM2	Khrunichev State Research and Production Space Center	Eastern Europe
Express AM3	Khrunichev State Research and Production Space Center	Eastern Europe
Monitor E1	Khrunichev State Research and Production Space Center	Eastern Europe
Beijing 1	Kosmotras International Space Co.	Eastern Europe
Kirari (OICETS)	Kosmotras International Space Co.	Eastern Europe
Mozhayets 5	Kosmotras International Space Co.	Eastern Europe
Ncube-2	Kosmotras International Space Co.	Eastern Europe
Reimei (INDEX)	Kosmotras International Space Co.	Eastern Europe
Rubin 5	Kosmotras International Space Co.	Eastern Europe
Sinah-1	Kosmotras International Space Co.	Eastern Europe
SSETI Express	Kosmotras International Space Co.	Eastern Europe
Topsat	Kosmotras International Space Co.	Eastern Europe
UWE-1	Kosmotras International Space Co.	Eastern Europe
XI-V	Kosmotras International Space Co.	Eastern Europe

Payload Name	Launch Service Provider	Launch Provider Region
Glonass K R1	Russian Ministry of Defense	Eastern Europe
Glonass K R2	Russian Ministry of Defense	Eastern Europe
Glonass K R3	Russian Ministry of Defense	Eastern Europe
Cosmos 1	Russian Ministry of Defense	Eastern Europe
Gonets D1M 1	Russian Ministry of Defense	Eastern Europe
Kosmos 2416	Russian Ministry of Defense	Eastern Europe
Galaxy 14	Starsem	Eastern Europe
GIOVE A	Starsem	Eastern Europe
Venus Express	Starsem	Eastern Europe
Deep Impact	Boeing Launch Services	United States
Navstar GPS 2RM-1	Boeing Launch Services	United States
NOAA N	Boeing Launch Services	United States
Inmarsat-4 F1	International Launch Services	United States
Mars Reconnaissance Orbiter	International Launch Services	United States
USA 181	International Launch Services	United States
DART	Orbital Sciences Corp.	United States
Inmarsat-4 F2	Sea Launch Co., Inc.	United States
Intelsat Americas 8	Sea Launch Co., Inc.	United States
Spaceway 1	Sea Launch Co., Inc.	United States
XM 3	Sea Launch Co., Inc.	United States
USA 182	U.S. Air Force	United States
USA 186	U.S. Air Force	United States
Galaxy 15	Arianespace	Western Europe
Insat 4A	Arianespace	Western Europe
MaqSat B2	Arianespace	Western Europe
MSG 2	Arianespace	Western Europe
SloshSat-FLEVO	Arianespace	Western Europe
Spaceway 2	Arianespace	Western Europe
Syracuse 3A	Arianespace	Western Europe
Telkom 2	Arianespace	Western Europe
Thaicom 4 (IPstar)	Arianespace	Western Europe
XTAR EUR	Arianespace	Western Europe

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Satellite Services

The satellite services segment includes transponder leasing and subscription/retail services. The transponder leasing revenue indicator represents satellite system operators offering transponders for sale or lease for full-time or occasional use. These indicators do not include companies engaged in the re-sale or re-lease of transponders or brokering of transponder time/capacity. The subscription and retail services indicator includes "consumer-focused" services (Direct to Home (DTH), Digital Audio Radio Services (DARS), and satellite broadband) and "other" subscription services (mobile satellite telephony, VSAT, and mobile data services such as messaging and paging, and remote sensing). Since DTH, satellite mobile data communication, and VSAT services are sometimes provided over leased transponders, payments to transponder leasing companies by these service providers are reflected in the transponder leasing indicator.

Global Satellite Services Revenue (\$ Billions)

	2000	2001	2002	2003	2004	2005
Transponder agreements	\$7.7	\$7.3	\$6.9	\$7.4	\$7.0	\$7.3
Subscription/retail services	\$21.2	\$25.0	\$28.7	\$32.4	\$39.9	\$45.5
TOTAL	\$28.9	\$32.3	\$35.6	\$39.8	\$46.9	\$52.8

	2000	2001	2002	2003	2004	2005
FSS	\$9.1	\$9.0	\$8.8	\$9.5	\$9.3	\$9.8
DBS	\$18.3	\$22.0	\$25.5	\$28.8	\$35.8	\$41.3
MSS	\$1.5	\$1.3	\$1.3	\$1.6	\$1.8	\$1.7
TOTAL	\$28.9	\$32.3	\$35.6	\$39.8	\$46.9	\$52.8

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Satellite Services: Transponder Agreements

The transponder agreements market consists of companies that operate satellites and lease or sell satellite transponder capacity on a full-time or occasional use basis. These transponders are typically used to provide video and radio services, data/business services, and telephone relay services. Transponder capacity or time is sometimes re-leased or re-sold. The indicators below do not include revenue associated with the re-sale or re-lease of transponder capacity or transponder time by companies other than the satellite operators.

Transponder Agreements Revenue by Supplier (\$ Billions)

Revenue is assigned to regions based on the geographic location of the transponder agreement providers' headquarters. Intelsat is included in the U.S. category. Historical data show total U.S. and non-U.S. transponder agreement revenue. Data for 2003 through 2005 include additional breakouts for the United States, North/South America (non-U.S.), Middle East/Africa, Asia/Oceania, and Europe.

	2000	2001	2002	2003	2004	2005
United States	\$2.2	\$1.3	\$1.2	\$2.6	\$2.5	\$2.7
Non-United States	\$5.5	\$6.0	\$5.7	\$4.8	\$4.5	\$4.6
TOTAL	\$7.7	\$7.3	\$6.9	\$7.4	\$7.0	\$7.3

	2003	2004	2005
United States	\$2.6	\$2.5	\$2.7
North/South America (non-U.S.)	\$0.4	\$0.4	\$0.4
Middle East/Africa	\$0.2	\$0.2	\$0.2
Asia/Oceania	\$1.8	\$1.4	\$1.2
Europe	\$2.5	\$2.4	\$2.8
TOTAL	\$7.4	\$7.0	\$7.3

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Satellite Services: Consumer-Focused Services

Consumer-focused satellite services include DTH, Digital Audio Radio Services (DARS), and Broadband. The indicators for DTH services below encompass a variety of DTH services worldwide. High power digital Direct Broadcast Satellite (DBS) services, medium power digital DTH services, and subscription C-band services are all represented in the indicators below. Other consumer-focused services below include satellite radio (DARS) and high-speed Internet access via satellite to residential and business users.

Global Revenue from Consumer-Focused Services (\$ Billions)

	2000	2001	2002	2003	2004	2005
Revenues from Consumer-Focused Services	\$18.3	\$22.0	\$25.5	\$28.8	\$35.8	\$41.3

Revenue from DTH Services (\$ Billions)

	2000	2001	2002	2003	2004	2005
United States	\$7.0	\$9.2	\$10.9	\$13.1	\$16.5	\$20.2
Non-United States	\$11.3	\$12.6	\$14.4	\$15.3	\$18.8	\$20.0
TOTAL	\$18.3	\$21.8	\$25.3	\$28.4	\$35.3	\$40.2

Revenue from DARS and Broadband Services (\$ Billions)

Although satellite broadband came into service approximately in 1999, SIA began tracking revenues for this service segment in 2001. In addition, DARS service began in 2001.

	2001	2002	2003	2004	2005
United States	\$0.2	\$0.2	\$0.4	\$0.5	\$1.1
Non-United States	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
TOTAL	\$0.2	\$0.2	\$0.4	\$0.5	\$1.1

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Satellite Services: Other Satellite Subscription Services

Other satellite subscription services include mobile satellite telephony, mobile data services such as messaging and paging, and VSAT. The indicators below address only the provision of services, not the costs of the mobile user equipment, which is covered in the Ground Equipment segment.

Total Revenue from Other Satellite Subscription Services (\$ Billions)

	2000	2001	2002	2003	2004	2005
Revenues from Other Satellite Subscription Services	\$2.7	\$2.8	\$2.9	\$3.3	\$3.7	\$3.7

Revenue from Mobile Satellite Telephone Services (\$ Millions)

Mobile satellite telephony services are voice and fax services provided to land-based, seagoing, or airborne mobile subscribers who use terminals of various sizes to link to satellites. The indicators below capture the revenue generated by businesses providing satellite mobile telephone services from LEO and GEO.

	2000	2001	2002	2003	2004	2005
United States ⁶	\$60	\$120	\$140	\$170	\$190	\$120
Non-United States ⁷	\$320	\$340	\$340	\$480	\$640	\$610
TOTAL	\$380	\$460	\$480	\$650	\$830	\$730

Revenue from Mobile Satellite Data Services (\$ Millions)

Mobile satellite data services include messaging, paging, and asset-tracking services that require small user terminals and GEO or LEO satellites.

	2000	2001	2002	2003	2004	2005
United States ⁸	\$450	\$260	\$230	\$220	\$200	\$200
Non-United States	\$700	\$540	\$570	\$680	\$800	\$800
TOTAL	\$1,150	\$800	\$800	\$900	\$1,000	\$1,000

⁶For mobile satellite telephone services that are international and serve the United States, estimated revenue is distributed based on the assumed percentage of revenue going to U.S. interests.

⁷For systems that provide both mobile data and telephone services (such as Inmarsat), only revenues from telephone applications are counted here; those from mobile data applications are counted in the "Revenue from Satellite Mobile Data Services" statistics.

⁸For systems that provide both mobile data and telephone services (such as Inmarsat) only revenues from data applications are counted here, those from mobile telephone applications are counted in the "Revenue from Mobile Satellite Telephone Services" statistic.

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Revenue from VSAT Services (\$ Billions)

VSAT services consist of satellite-based data communication networks that are operated by government, corporate, and other entities to provide a mix of data, voice and video communications to widely separate or remotely located facilities through a GEO transponder or transponders.

	2000	2001	2002	2003	2004	2005
United States	\$0.7	\$0.8	\$0.9	\$1.1	\$0.9	\$1.4
Non-United States	\$0.5	\$0.7	\$0.7	\$0.6	\$1.0	\$0.6
TOTAL	\$1.2	\$1.5	\$1.6	\$1.7	\$1.9	\$2.0

Satellite Services: Remote Sensing

The data presented here represents total revenue from satellite imagery sales and closely related services only, such as creating orthorectified scenes or other first-order processing. It does not include other value-added services or enabled products such as GIS or cartography. The revenue for the value-added industry, which incorporates imagery from aerial and satellite platforms, is estimated to be 8 to 10 times as large as the revenue from satellite imagery sales alone.

Global Revenue from the Commercial Sale of Remote Sensing Imagery (\$ Millions)

	2000	2001	2002	2003	2004	2005
TOTAL REVENUE	\$170	\$200	\$280	\$380	\$390	\$460

Ground Equipment

The indicators for the ground equipment segment of the satellite market include data from four categories: major satellite-related hardware (e.g. gateways and satellite control stations); mobile uplink equipment (e.g. SNG trucks and flyaways); Very Small Aperture Terminals (VSATs); and consumer electronics (e.g. DBS dishes, satellite radio equipment, and satellite phones).

Global Ground Equipment Manufacturing Revenue (\$ Billions)

	2000	2001	2002	2003	2004	2005
TOTAL REVENUE	\$18.5	\$19.6	\$21.0	\$21.5	\$22.8	\$25.2

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