



## **PRESS RELEASE:**

### **SIA Releases Satellite Industry Report**

June 6, 2005 - (Long Beach, CA) – The Satellite Industry Association (SIA) last week released its annual “State of the Satellite Industry Report” at the ISCe 2005 Conference. SIA reported that the commercial satellite industry generated \$97.2 billion in revenue in 2004, an increase of 6.7 percent over 2003 industry revenues. SIA Executive Director David Cavossa noted that “the satellite industry continues to grow at a healthy rate and emerging services and applications such as HDTV, satellite radio, satellite broadband, and satellite hybrid solutions are expected to lead the industry’s growth in 2005.”

As in the last several years, satellite industry revenues were driven primarily by the satellite services sector, which accounted for \$60.9 billion, or 62.7% of industry revenues. Once again satellite services was dominated by Direct-To-Home (DTH) services, which accounted for \$49.5 billion, roughly 51% of the entire industry’s revenues and 81.3% of satellite services revenues.

2004 marks the 9<sup>th</sup> year the Satellite Industry Association and the Futron Corporation have compiled the satellite industry’s annual statistics. The study is based on a survey of the commercial satellite industry to determine aggregate revenue, employment, and output indicators. The study covers satellite manufacturing, launch services, satellite services, and ground equipment manufacturing.

According to the survey, global satellite manufacturing revenues were \$10.2 billion, a 4% increase over 2003 revenues. U.S. satellite manufacturing revenues dropped 15% to \$3.9 billion, due to reduced government spending and reduced overall orders in 2002. Revenues for satellite manufacturing and launch services are booked upon launch, not at the awarding of a contract.

Overall launch industry revenues decreased 13% to \$2.8 billion in 2004. The proportion of government versus commercial launches continues to shift as well. Of the total global launches in 2004, 53% were government and 47% were commercial. In 2000, 66% of total global launches were government and 34% were commercial.

The satellite ground equipment sector accounted for \$23.3 billion in revenue – a 5% increase over 2003. The largest revenue growth in this sector has been observed in end-user equipment sales for VSAT, satellite television, high-speed Internet, and satellite radio services. The full report is available at [www.sia.org](http://www.sia.org).

SIA is a national trade association representing the world's leading satellite manufacturers, service providers, and launch service companies. SIA serves as an advocate for the commercial satellite industry on regulatory and policy issues common to its members. With member companies providing a broad range of manufactured products and services throughout the world, SIA represents the unified voice of the commercial satellite industry.

Futron Corporation is a technology management consulting firm headquartered in Bethesda, MD. Futron specializes in the space industry, including satellite service and launch market assessments and forecasting, long-term industry trends, and vehicle, satellite, and company databases.

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