



**FOR IMMEDIATE RELEASE**

## **2011 STATE OF THE SATELLITE INDUSTRY REPORT SHOWS FURTHER GROWTH IN 2010**

**Washington, D.C., June 20, 2011** - The **Satellite Industry Association (SIA)** today released its 2011 State of the Satellite Industry Report, showing a five percent growth in overall world satellite industry revenues in 2010. Global 2010 revenues for the satellite industry totaled \$168.1 billion, for an 11.2 percent average annual industry growth rate over the past 5 years.

"The satellite industry worldwide continued to post growth in 2010, even in light of the overall global economic backdrop," remarked Patricia Cooper, President of SIA. "Satellite services and ground equipment sectors once again drove industry growth, and both sectors reached historical milestones: satellites services revenues surpassed the \$100-billion mark for the first time, and satellite ground equipment doubled its overall revenues over the past five years. SIA and its members remain committed to advocating for policies and regulation that will allow our entire industry to thrive and ensure the critical services it supplies."

This is the fourteenth year that SIA has commissioned the Futron Corporation to conduct this annual survey. Futron polled over 80 satellite companies, both SIA members and non-members, to assess the performance of four satellite industry sectors: satellite services, satellite manufacturing, launch, and ground equipment.

The 2010 State of the Satellite Industry Report posted the following results:

- **Satellite Services** revenues resulted in 9 percent growth globally over 2009, reaching \$101.3 billion.
- **Satellite Manufacturing** revenues, reflecting in-year satellites launched, declined by 20 percent worldwide to \$10.8 billion, compared with the \$13.5 billion in 2009. Overall, however, global satellite manufacturing showed aggregate growth of 38 percent over the past 5 years. U.S. satellite manufacturing revenues fell 27 percent to \$5.6 billion, compared with 2009 at \$7.7 billion.

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- **Satellite Launch Industry** revenues, reflecting in-year launches, decreased by 4 percent in 2010, with U.S. launch revenues declining slightly to \$1.2 billion, compared to \$1.9 billion in 2009.
- **Satellite Ground Equipment** revenues continued to increase, growing 3 percent over 2009 to \$51.6 billion. Consumer-related ground equipment led this expansion, including satellite TV, broadband, mobile satellite terminals, and GPS devices.
- **U.S. Satellite Industry Employment** fell by 2.7 percent over the first three quarters of 2010, relative to end-of-year 2009 employment numbers, for a net loss of 6,856 jobs. The SIA will release updated employment numbers in August 2011, when the U.S. Bureau of Labor Statistics issues 4Q 2010 employment data.

Andrea Maleter, Futron Corporation's Technical Director, noted that "the SIA State of the Satellite Industry Report is a valuable tool, providing a critical benchmark for industry executives, financial analysts, government policymakers, and corporate strategic planners."

#### **ABOUT SATELLITE INDUSTRY ASSOCIATION:**

SIA is a U.S.-based trade association providing worldwide representation of the leading satellite operators, service providers, manufacturers, launch services providers, remote sensing operators, and ground equipment suppliers. Since its creation fifteen years ago, SIA has become the unified voice of the U.S. satellite industry on policy, regulatory, and legislative issues affecting the satellite business.

SIA Executive Members include: Artel, Inc.; The Boeing Company; DBSD North America, Inc.; The DIRECTV Group; EchoStar Satellite Services L.L.C.; Harris CapRock Communications; Hughes Network Systems, LLC; Integral Systems, Inc.; Intelsat, Ltd.; Iridium Communications Inc.; LightSquared; Lockheed Martin Corporation.; Loral Space & Communications, Inc.; Northrop Grumman Corporation; Rockwell Collins Government Systems; SES WORLD SKIES; and TerreStar Networks, Inc. SIA Associate Members include: Arqiva Satellite and Media; ATK Inc.; Cisco; Cobham SATCOM Land Systems; Comtech EF Data Corp.; DRS Technologies, Inc.; Eutelsat, Inc.; GE Satellite; Globecom Systems, Inc.; Glowlink Communications Technology, Inc.; iDirect Government Technologies; Inmarsat, Inc.; Marshall Communications Corporation.; Orbital Sciences Corporation; Panasonic Avionics Corporation; Segovia, Inc.; Spacecom, Ltd.; Spacenet Inc.; Stratos Global Corporation; TeleCommunication Systems, Inc.; Telesat Canada; Trace Systems, Inc.; and ViaSat, Inc. Additional information about SIA can be found at <http://www.sia.org>.

## **ABOUT FUTRON CORPORATION**

Futron Corporation is a decision management solutions consulting firm headquartered in Bethesda, Maryland. The firm specializes in the space industry, including assessments and forecasting of trends in satellite services and the launch market.

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