



European Satellite Operators Association



Cooperation -v- Competition in the Space Sector

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European Satellite Operators Association

ESOA Members



- Both **cooperation & competition** are very strong in the space sector
- Different entities involved:
 - **Public** sector - European Institutions/ European space agency/ national space agencies & governments
 - **Private** sector - manufacturers/ operators
- The European space sector **benefits from and faces competition** within Europe / from different parts of the world:
 - Satellite operators compete to sell services
 - Satellite manufacturers compete to sell satellites (Europe/ US/ China/ others)
 - Launch service providers compete to sell launchers to operators
- **Particularities of the US market** impact global competition:
 - ITAR rules
 - Rules to buy US products

Examples for in-orbit testing of ***new technologies*** & the roll-out of ***new services***:

- **On-board processing:** ESA-EUT - Skyplex (2002)
- **Spot beam satellite:** ESA-Avanti - Hylas
- **Hosted payloads:**
 - EC-SES - EGNOS
 - ESA-EUT-Astrium - EDRS
 - **New 'bus' & technology payloads:** ESA-INM - Alphasat
- **Electric propulsion platform:** ESA-SES - 'Electra'
- **Cooperation between operators:**
 - SES-EUT - Solaris JV (mobile services)
 - Space Data Association

Promoting Common Interests through Associations

- **ESOA:** The association of all European satellite operators:
 - Ensuring a level playing field for satellite (alongside other communications technologies)
 - Protecting satellite spectrum
 - Promoting benefits of satellite services - emergency communications/ broadband/ security/ mobile services

- ***Cooperation between regional associations***
(ESOA/ SIA/ GVF/ APSCC/ others):
 - Global Satellite Spectrum Initiative to protect C-Band at ITU WRC (2007, 2015)
 - Joint presentations on key issues e.g. space security
 - Joint approaches towards national regulators on specific regulatory or market access matters

- **Cooperation between associations of different sectors**
(ESOA (operators)/ Eurospace (manufacturers)/ Nereus (regions):
 - Joint initiatives towards EC on matters of mutual interest
 - Raising awareness through joint events

Satellite operators ensure healthy competition in multiple markets:

- **Towards end-users:**
 - TV Broadcasting
 - Satellite Broadband
 - Essential services: government/ security/ emergency
- **Towards public sector:**
 - Competition between operators for key contracts

Satellite Broadband:
5 satellite service providers compete to serve 0,4% of the region (approx. 3000 potential customers)

L'initiative régionale

ADSL

citoyens à

SUITE >>>

Toute l'Auvergne en haut débit !

0,4%
DES FOYERS EN HAUT DÉBIT SATELLITE

Des aides pour mieux s'équiper
Par souci d'égalité, nous avons décidé des aides publiques pour vous soutenir dans cet investissement.

Pour en savoir plus et tester votre éligibilité >>>

ACTUALITÉS

- Issoire, ville pilote pour le déploiement du Très Haut Débit [+]
- L'Auvergne 1ère Région 100% Haut Débit depuis mars 2009 [+]
- Communes ouvertes commercialement au : 15 décembre 2011 [+]
- A NE PAS MANQUER**
- La carte/calendrier de déploiement du haut débit en Auvergne

Consulter la liste des communes >>>

99,6 %

des foyers Auvergnats auront accès au HD

Convaincu du rôle fondamental du Haut Débit pour renforcer l'attractivité des territoires et la compétitivité des entreprises, France Télécom s'est engagé, dès 2003, à accélérer son déploiement en France avec le plan **"Haut Débit pour tous, partout."**

En seulement 3 ans, nos efforts de déploiement ont permis à la France de se placer en tête des pays européens en matière de Haut Débit.

SUITE >>>

Un réseau ouvert à la concurrence

Les TPST (très petits sites techniques) accueilleront les DSLAM* de l'ensemble des opérateurs qui souhaitent proposer des offres.

En effet, l'ensemble des fournisseurs d'accès à Internet pourront utiliser cette installation et les habitants auront alors le choix parmi les offres existant sur le marché.

SUITE >>>

Le site de la région juste et grande

Competing Interests within the Space Sector

There are sometimes competing interests between different parts of the same sector:

- ◆ **Manufacturers:** Lobby to seek public funding support for new technologies
 - ◆ **Operators:** Highlight their private investments to demonstrate the cost-effectiveness of using satellite solutions (compared to terrestrial solutions)
- ⇒ This leads to cooperation in some areas & working independently in others

There is plenty of choice!

- ◆ **Satellite operators:**

- ⇒ Almost 70% of total FSS industry revenue comes from the top 5 FSS operators
- ⇒ approx. 40 other small regional & national satellite operators account for the remaining 30%

- ◆ **Satellite manufacturers:**

- ⇒ European/ US/ Chinese/ Indian manufacturers
- ⇒ Of the 40 'other' operators above, around half are "sponsored" by China (building satellites/ launchers/ control centers)

- ◆ **Launchers:**

- ⇒ Plenty of choice with competition centering on cost -v- reliability

US rules & regulations impact global competition:

- **ITAR:**

- ⇒ Prevent the export of US technology/ know-how to non-approved countries

- **Buy American!:**

- ⇒ US government agencies must buy American (satellites/ launches) unless there is no suitable alternative

These rules have **Pros & Cons:**

- ⇒ Affect imports into the US market
- ⇒ Affect European companies who are selling satellites with US component parts on them & provides info on potential customers to the US
- ⇒ “Buy American” provides a comparative, structural advantage for US space industry given the huge size of the US market

The Space Industry faces huge challenges that demand cooperation to respond to them:

- **Massive public subsidies into terrestrial communications infrastructures:** risk crowding out satellite communications in the long-term
 - ⇒ 'Satcoms' sustain the entire European space industry
- **Threats to spectrum:** Satellites operate using key spectrum bands that cannot easily be shared
 - ⇒ Key satellite spectrum risks being lost to terrestrial wireless interests at the next ITU World Radio Conference
 - ⇒ If lost, this will impact future growth

Cooperation is fundamental to raising awareness of ALL essential satellite services & their role in assuring the availability & efficiency of ICT services in all corners of the globe



ESOA

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THANK YOU