

BUSINESS INNOVATION SYMPOSIUM (E6)

Poster Session (P)

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CHANGING PARADIGM IN EARTH OBSERVATION BUSINESS LANDSCAPE: QUEST FOR
INNOVATIVE APPROACHES

Abstract

The advanced technologies in onboard systems, Ground Services and the integration of multiple technologies for user services are changing the paradigm of Earth Observation Business Landscape, over the recent past.

The paper will address creative business approaches required under these circumstances to serving government and private sector customers, as well as the push required from the government side for encouraging this activity in the interest of public good. The paper will also address the general role of government in encouraging space industry applications, new business models in traditional space industry applications in the Earth observation domain and the experiences and expectations from the space industry.

Finally the paper will attempt to throw light on possible Innovative and practical approaches to sustain and operate in the evolving landscape of EO business.