

BUSINESS INNOVATION SYMPOSIUM (E6)
Space-related Commercial Applications and Markets (2)

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EMPOWERING FINAL USER COMMUNITIES OF SATELLITE SERVICES IN EUROPE

Abstract

Although satellite services have proven their benefits for society their market penetration remains sluggish. This paper aims therefore at identifying some of the major obstacles to the diffusion of satellite services among society. By capitalising on its extensive experience with potential final user communities, Eurisy proposes leads to overcome these obstacles and to facilitate market penetration of operational satellite services. The main thesis of this paper is that, in addition to technology and service development, final user communities have to be empowered so as to ensure that society can reap the full benefits of satellite services in general and GMES and Galileo in particular.