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ANALYSIS OF THE COMMERCIAL SATELLITE INDUSTRY: KEY INDICATORS, GLOBAL TRENDS, AND COVID-19 IMPACT

Abstract

BryceTech conducts an annual study of the satellite industry's economic performance for the Satellite Industry Association (SIA). The study is derived from surveys of nearly 100 companies, including 50 SIA members, supplemented with unique data sets, in-depth public information, and independent analysis. Key satellite industry sectors are assessed, including satellite services (television, radio, broadband, fixed and mobile satellite communication services, and remote sensing), manufacturing, ground equipment, and launch services. The study is the most accurate available assessment of the global satellite industry and trends within its segments. The study provides objective measures of the satellite industry to aid communication with policy makers, regulators, legislators, investors, and other industry stakeholders.

The study results revealed global satellite industry revenue of about $271 billion in 2020. Results present satellite industry revenues in the context of the broader space economy and across the industry value chain. In each segment, overall revenue, growth rates, and international geographic distribution are analyzed, and trends are discussed. Additional analysis of revenue and contract data offers valuable insight into international market dynamics. The paper covers the period from 2015 through 2021. Analysis includes assessments of the dynamics and trends regarding the growth of active on-orbit satcom capacity (high-throughput capacity in GEO and new LEO broadband capacity), the diverse heritage of and new emerging start ups in remote sensing systems and services, and the continuing growth of smallsat activity.

The study discusses the impacts of the COVID-19 pandemic on the satellite industry, including the abrupt drop in demand for services, such as in-flight and on-the-move connectivity and broadcasting of sport and entertainment events, and a satellite production slow-down. The paper documents which segments of the satellite industry suffered disparate effects from COVID-19 and how those segments were uniquely impacted, including in industry revenues, subscriber/customer growth, and space/terrestrial-

based infrastructure deployments.