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Author: Mr. Kais Barmawi
International Space University (ISU), France

Mr. Nicolas Peter
International Space University (ISU), France

SPACE & MEDIA ENTERTAINMENT - INDUSTRY CONVERGENCE

Abstract

The media entertainment industry is an industry valued at USD 2.5 trillion, which has been driving the growth of the digital economy. It represents, however, an untapped market for the space industry. This paper looks at the synergies and emerging cross-market opportunities for those two industries. Examples of space tech downstream companies serving the video gaming, TV, film, and social media industries already exist. Such companies mainly use space-derived Earth observation imagery, as well as high-resolution video sequences taken from outer space (of Earth, Space, and in microgravity) to develop unique hybrid products and solutions, as is the case with digital twin models of Earth, to form a new cross-industry market. Earth digital twins are a space-based solution that is set to disrupt parts of the media entertainment industry by building a foundation for a new wave in video game world-building (e.g. Blackshark.ai SYNTH3D i), TV and Film location-scouting and remote green screen filming, as well as enabling innovative social media solutions and other applications. A media entertainment approach to space solutions has also been observed, with traditional multiplayer video gaming being used to crowdsource and analyze real Earth observation data for commercial purposes.

A new domain for expected growth in relation to commercial space flight is Space Entertainment. Traditional media entertainment business models and products are expected to enter the space domain, with solutions like in-space TV, in-space filming and in-space sports already being planned. Such examples are the first two reality TV shows like "Who wants to be an Astronaut?", a Discovery channel production, and "Space Hero", an international competition, both of which have promised to send the winner of their shows into space as an astronaut onboard commercial space stations (e.g. the Axiom Commercial Space Station).

These cross-industry activities are redefining the boundaries of the traditional space sector and are paving the way for an upcoming industry convergence with an unevaluated market potential. This paper outlines the current actors at the forefront of the space media entertainment wave, their innovative solutions, financial successes, and growth potential. Future trends have been derived and the potential market size and growth within the next decade have been estimated.