

# Report: World Satellite Business Week 2016

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WORLD SATELLITE  
BUSINESS WEEK

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## Summary

Held at the Westin Hotel in Paris, France, the World Satellite Business Week (WSBW) took place from September 12 to 16, 2016. This conference is hosted annually by Euroconsult, a leading global space business consulting firm. The conference consists of a number of symposiums, including the 20th iteration of the 'Summit for Satellite Financing', held from Sept.12 to 14, dealing with topics mainly related to communication satellites. Also featured was the eighth iteration of the 'Summit on Earth Observation Business', held from Sept. 15 to 16, which dealt with earth observation business issues, and a brand new symposium titled 'SmartPlan', dealing with the Connected Plane, held on Sept. 14.

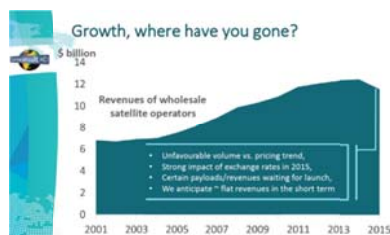
The event was attended by approximately 1,000 participants, and consisted mainly of Chief X Officers (CXO) representing space business companies and enterprises. Many discussions took place regarding current and future space business, and the conference is unique in that it is focused mainly on the business aspects of the industry, especially finance. As most attendees were corporate executives, there were many opportunities for off-line meetings, contract signing ceremonies, and press releases.

## Our Impressions

The following are items of note amongst keynote speeches and panels that left a lasting impression on us:

## (1) The Satellite Communication Business Situation

Euroconsult reported that the annual growth rate in total revenue for Fixed-Satellite



Service (FSS) operators decreased by around 7% in 2015. The previous average annual rate was of 5% growth, however, that has been decelerating, slowing to a pace of 1.8% since 2011. The deceleration in 2015 was mainly caused by exchange rate fluctuations. One must note a decrease in the Average Revenue Per User (ARPU) over the past few years. Also, the number of operators from newly developing countries has increased, and now more than 40 FSS operators exist around the world. Due to this fact, market share held by the four highest-ranking operators in terms of revenue has decreased from around 70% to 60%.

<Omitted below>

## (2) Manufacturing in the HTS Era

<Omitted below>

### Presentations

One-sided oral presentations are not typical at the WSBW conference. Generally, short presentations are given, followed by Q&A sessions, or discussions commence via a round table of attendees. This conference is held with space business professionals in mind.

The following are subjects of note:

### (1) Awards

<Omitted below>

### (2) The Direction of Business for Major Operators of Earth Observation Satellites

<Omitted below>



## (3) Launch Services

<Omitted below>

## (4) Small Satellite Constellations

<Omitted below>

## (5) SatConsult

<Omitted below>

### Other Miscellaneous Comments:

Paris is known as a great center of gastronomy. Even at this business conference, participants would devote two hours to having lunch. The spectacle of hundreds of people enjoying lunch in a massive dining room decorated with historically significant chandeliers and ceiling paintings was a grand sight. The full-course lunches were most satisfying, and featured an appetizer, main dish, dessert, and red and white wines. For such meals, one must prepare for two hours of conversation with the strangers that are sitting nearby. It was notable that this year, vegetarian options were available to all participants - which could also be considered an interesting topic of conversation.



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