

Where are the Future Profits for Satellite Services



- Today's telecom services: "free" Internet, ubiquitous wireless access
 - Consumers are only willing to pay for content (=entertainment):
 - Pay TV, games, ring tones
- Satellite technical challenges: point-to-point versus multicast
 - The return channel problem
 - IP over satellite
 - Ka-Band
- Profitable Satellite Services?

	Enterprise Segment	Consumer Segment
Video	Broadcast TV Cable TV Distribution	DTH Satellite Radio
Data	Enterprise Networks	Remote Broadband