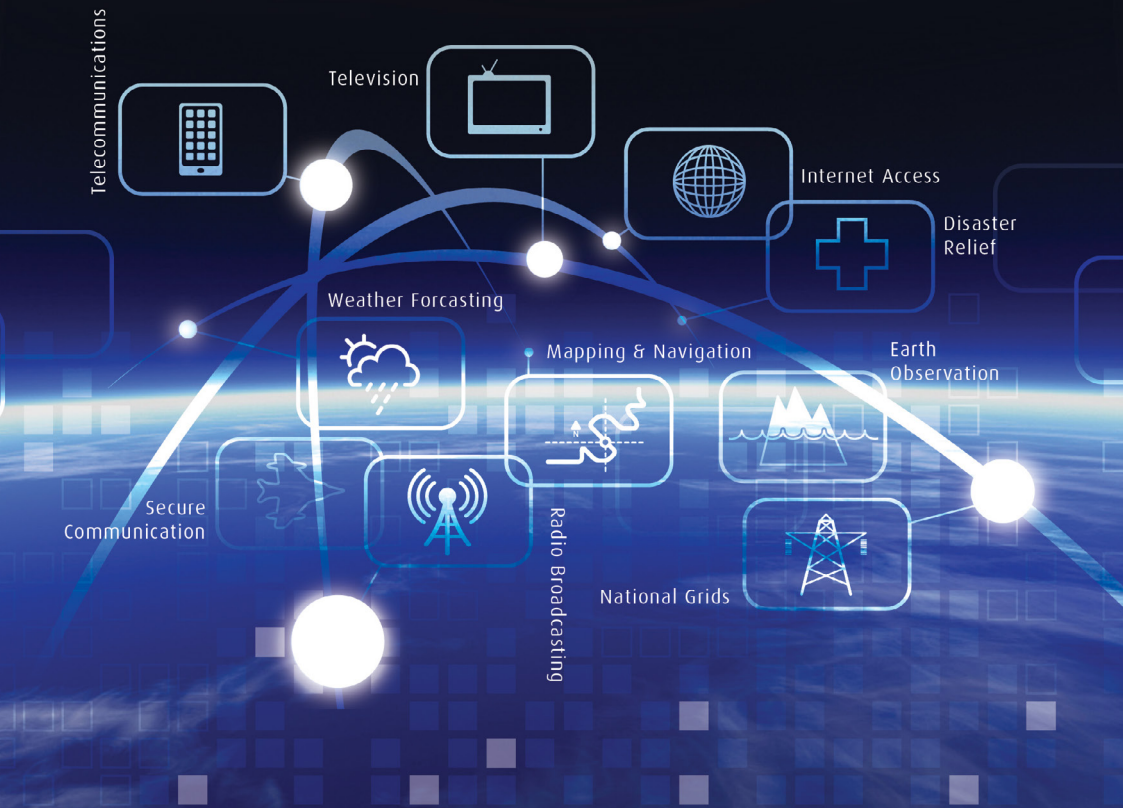


# Satellites... Critical for Europe



# Satellites...Critical for Europe

## Did you know that...?

- Billions of people around the world rely on satellite infrastructure every day to communicate, travel and get informed and entertained
- Since the eighties, the €300 billion global TV industry relies on satellites to gather and distribute regular programming as well as live coverage of political, social and sports events like the London Olympics and the Arab Spring
- The daily operations of telephony and internet networks; emergency services radio; utilities such as energy networks, financial markets and the banking industry; and data centres such as server farms, all rely on precise timing information received by satellite
- Satellites provide critical communications capabilities in support of rescue and relief efforts during emergency and disaster situations such as the 2010 earthquake in Haiti, the tsunami in 2004, Hurricane Katrina in 2005 and the bombings in London in 2007 where mobile networks were overloaded
- Precision agriculture, tracking of fishery policies and weather and climate change predictions all rely on satellites
- Satellites could connect all citizens in rural and remote areas of Europe and around the world to the Internet in a matter of days
- Peacekeeping missions, troops abroad and border security around the world all rely on secure communications provided by satellites
- Internet connections on planes, cruise ships and oil platforms are all provided via satellite
- Weather information represents more than €60 billion worth of socio-economic benefits per year for EU Member States, with €4.9 billion worth of benefits coming directly from operational European Metop Polar orbiting satellites

## A vision of 2020...

- Everyone in Europe will have access to broadband services and a next-generation service experience
- Media content will be delivered by "Hybrid satellite-terrestrial" networks, leveraging the individual strengths provided by fibre, cable networks, wireless terrestrial networks and satellite; which will lead to a 3% GDP increase in 2020\*
- Most Europeans will experience HD and ultra-HD media and TV viewing at home on multiple sets as linear viewing continues to be the mode of choice for consuming TV content
- Satellite imagery will assess the energy lost in all European cities, contributing to a resource-efficient Europe
- In crisis situations, security services will have reliable access to all the information they need, when and where they need it
- Remote facilities, energy plants and grids, and industrial processes will all be monitored 24/7 by satellite
- Europe will lead the global effort to establish internationally accepted modelling and forecasting systems for climate change using satellite information
- Satellite services will remain a non-intrusive, instant infrastructure, neither harming protected areas nor disturbing delicate ecosystems
- Maritime and aeronautical users will have access to images, data and voice communications around the globe via satellites, allowing for ultimate advanced traffic monitoring and management including in the most hostile Polar environment
- European environmental regulations will make full use of GMES data on a regular basis

\* Assuming an accelerated roll-out of broadband across Europe. Benefit of 0.4% GDP increase p.a., culminating to 3% in 2020. Source: Booz&Co

## The satellite industry is strategically important for Europe...

Driving the creation of more than 200,000 jobs, accounting for more than half of all commercial communications satellites in space worth over €20 billion, enabling independent launch and defence capabilities and putting Europe at the leading edge of new state of the art technologies.

Satellites are vital in cost-effectively achieving Europe's 2020 policy objectives, for the ultimate benefit of EU citizens everywhere.

Smart policymaking across horizontal priorities are needed to maximise the benefits that diverse satellite technologies bring. Europe's satellite community stands unified in making Vision 2020 a reality.

## Contact Details



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