

Satellite IoT: expanding to new markets



- Alan Crisp
- Senior analyst



About NSR

Why satellite IoT

Satellite IoT opportunities

Experts in the satellite and space industry for more than 24 years

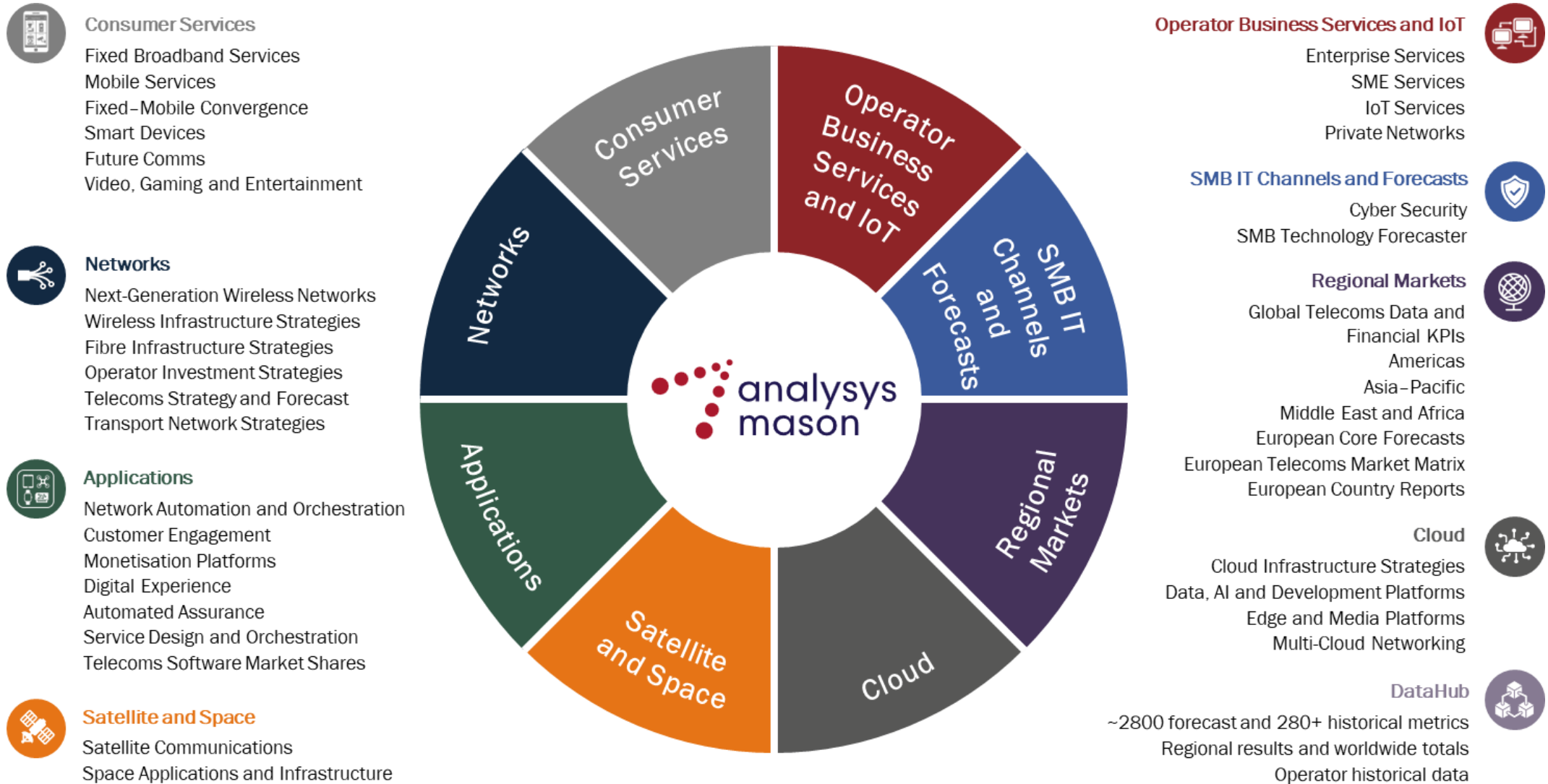
NSR
An Analysys
Mason Company

What we offer:

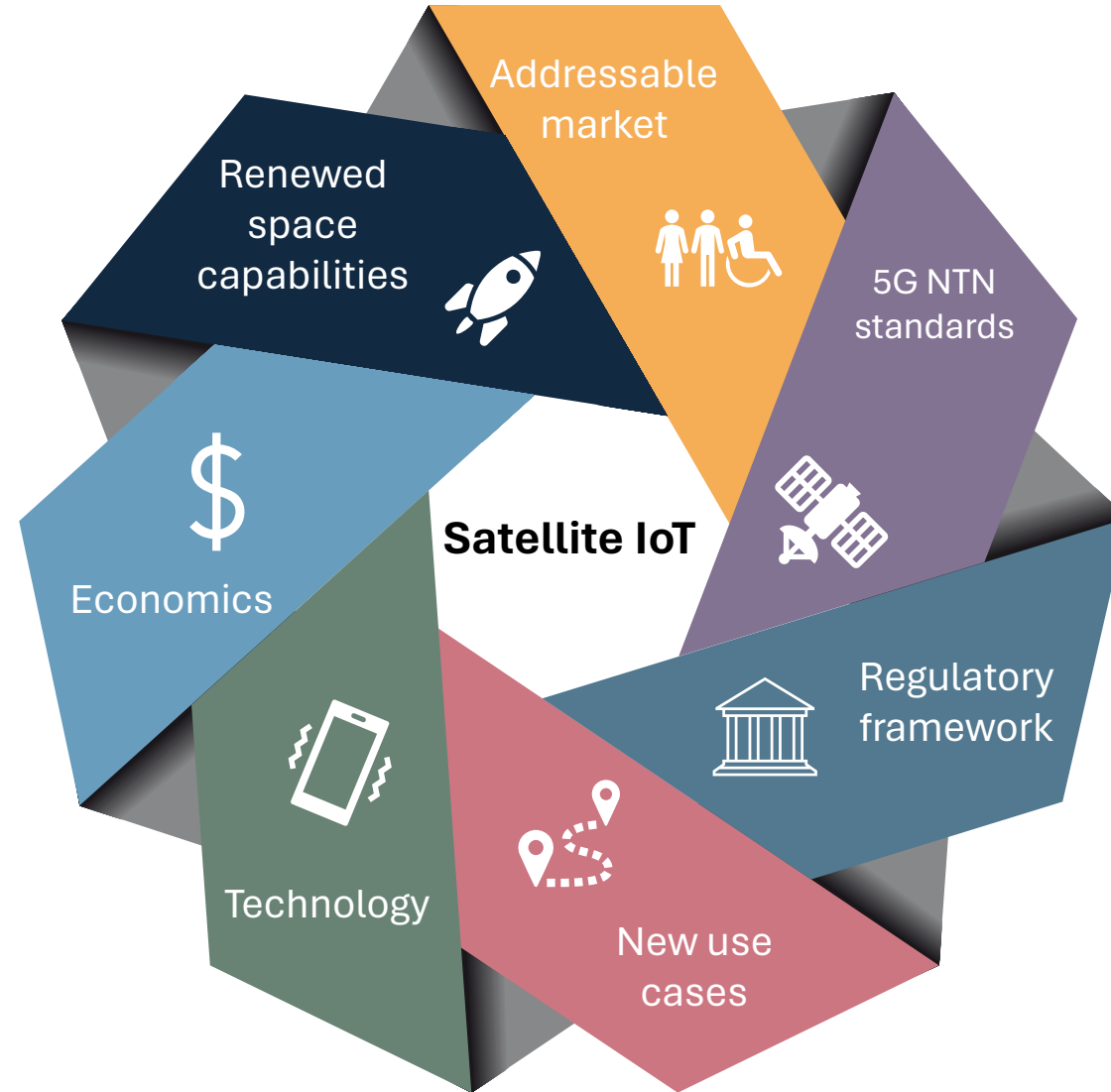
- > A unique perspective on the satellite, space, telecoms, media and technology markets
- > Market research and consulting services assisting organisations with their strategic decision making
- > Exceptional breadth of topics spanning satellite communications, hybrid and emerging applications, broadcasting and digital media, commercial space as well as 5G, fibre and satellite platforms



Analysys Mason: global TMT research coverage

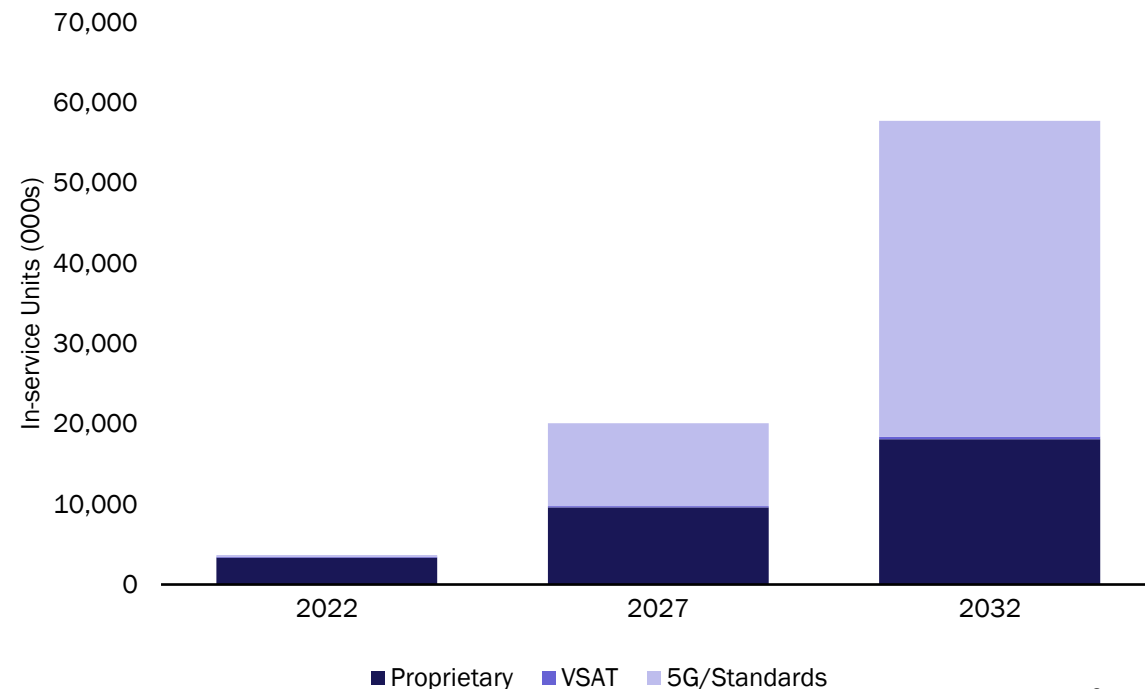
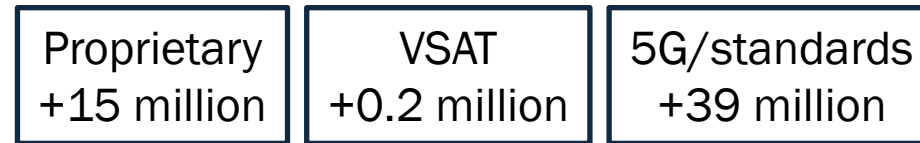


Why is satellite IoT relevant now?



New 5G and other standards-based waveforms will change the market landscape, with more integration with terrestrial MNOs

Satellite IoT in-service units, worldwide



- Current proprietary waveforms from MSS operators will make way to new 3GPP based NTN IoT standards
- Legacy MSS services will remain a high-end offer
- Generated revenues will see a shift towards terrestrial MNOs

Source: NSR

How big is the satellite IoT revenue opportunity?

2022
USD0.9 billion

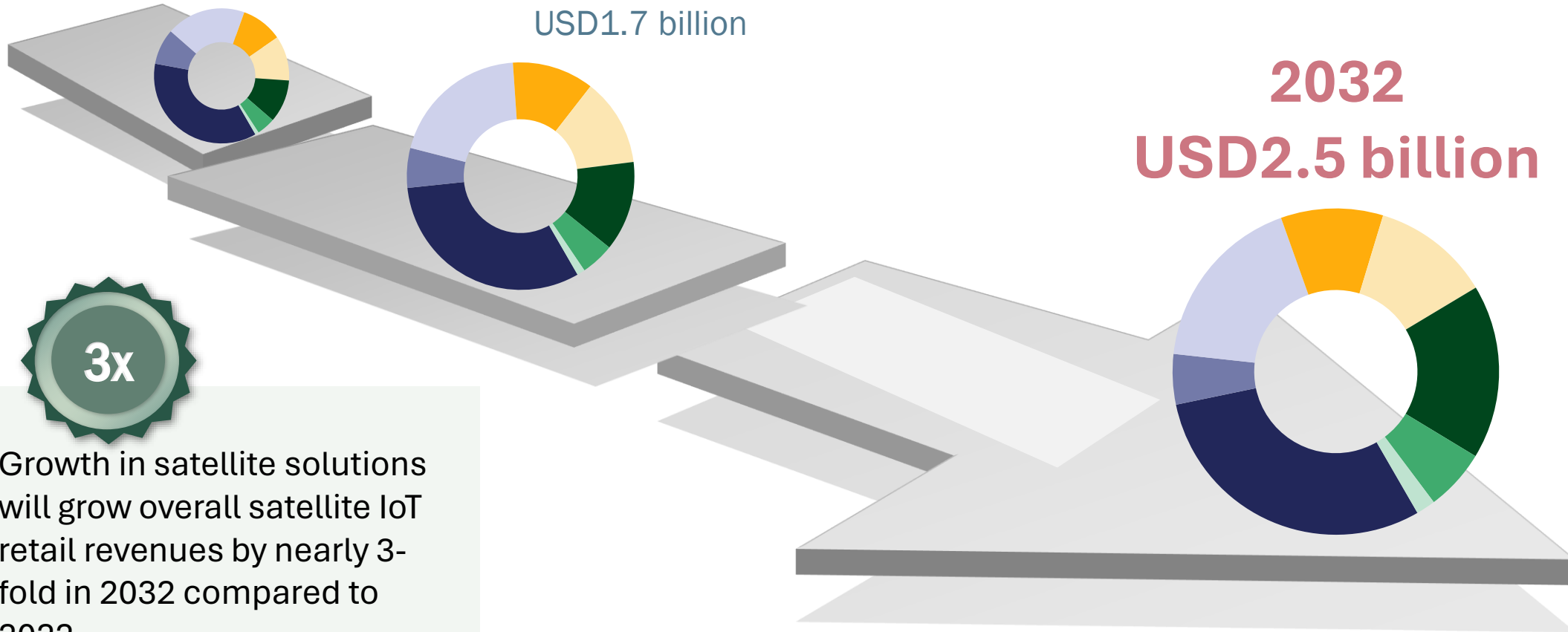
2027
USD1.7 billion

2032
USD2.5 billion

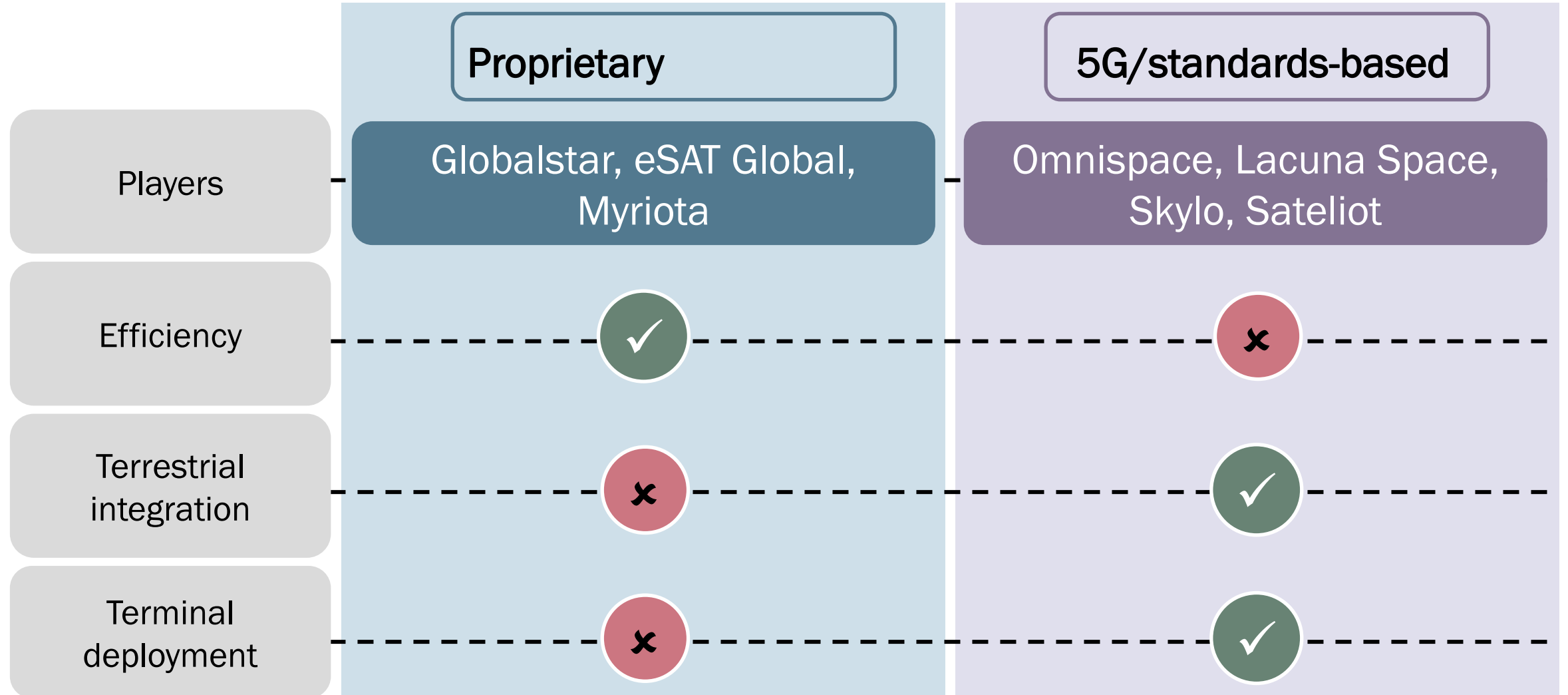
3x

Growth in satellite solutions will grow overall satellite IoT retail revenues by nearly 3-fold in 2032 compared to 2022.

■ Transport & Cargo ■ Maritime ■ Oil & Gas ■ Mining ■ Utilities ■ Agriculture ■ Construction ■ Other

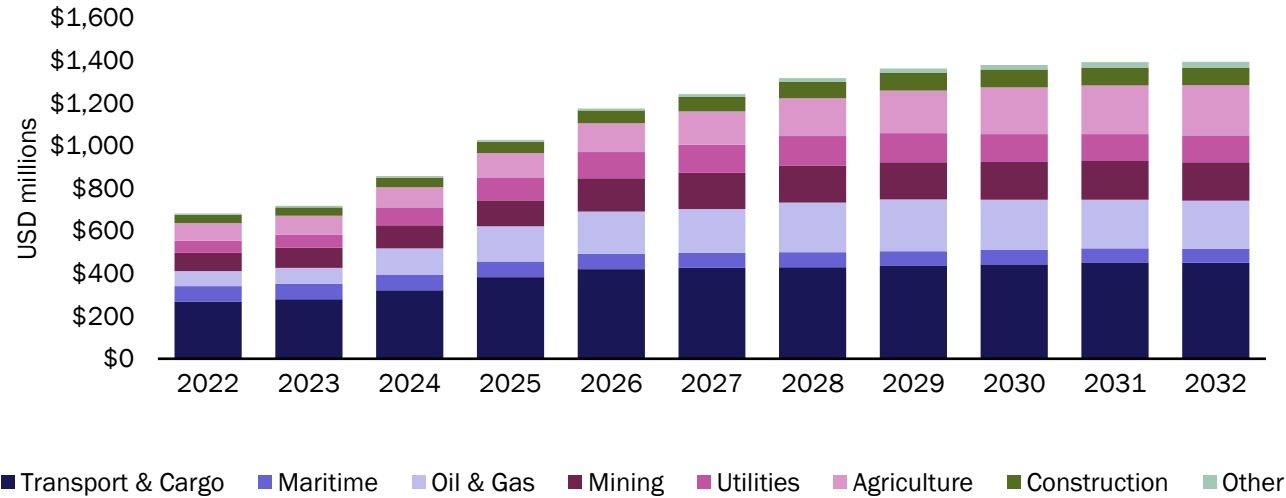


Advantages and challenges of each waveform strategy for next-gen IoT



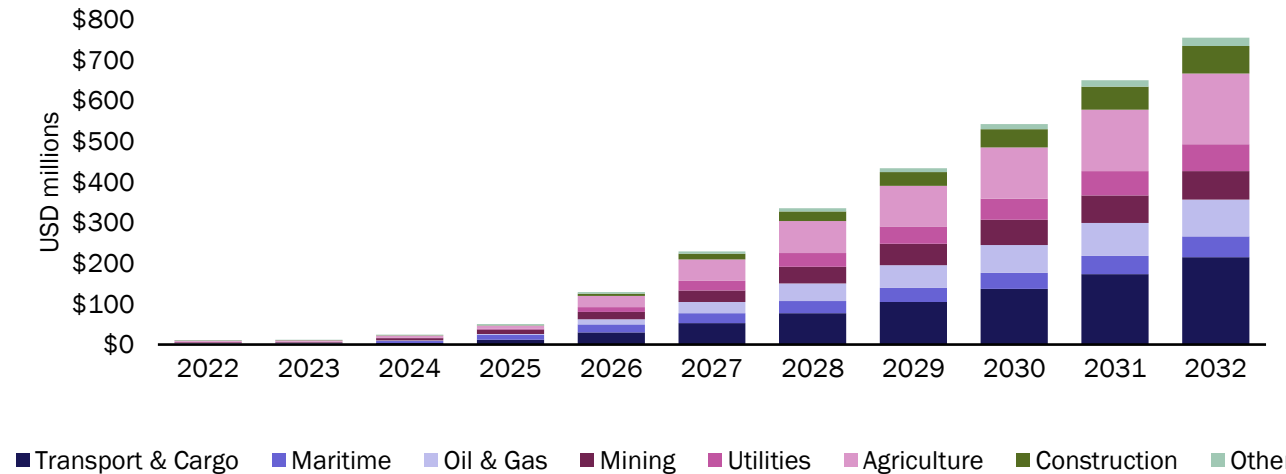
Land transport, energy markets, and agriculture the largest revenue drivers

Proprietary satellite IoT retail revenues, worldwide



Source: NSR

5G and standards-based satellite IoT retail revenues, worldwide



Source: NSR

- **Agriculture driving new proprietary IoT demand.**
 - Lower cost and lack of roaming requirements driving demand.
- **Roaming through convergent networks to drive land transport use cases.**
 - However, only a much smaller proportion of such end users will value 100% connectivity, all of the time.
- **Roaming capability onto satellite networks will not be an automatic upgrade for most terrestrial end users.**
 - Identifying customers who value closing the coverage gap the most is key to growing customer base.