



European Satellite Operators Association

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## Standardization in the Satellite Field

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[www.esoa.net](http://www.esoa.net)



European Satellite Operators Association

# ESOA

- Association based in Brussels
- Represents interests of European satellite operators
- 11 full members, 3 supporting members (Arianespace/ EADS Astrium/ ISB)



## **Mission:**

- 'To work with key [European] organisations including the European Commission, Parliament, Council, the European Space Agency and other relevant international organisations *to create the political, industrial and regulatory environments necessary to deliver vital communications services to citizens across the globe*'



# The Importance of Standardization

## *STANDARDIZATION IS IMPORTANT IN A NUMBER OF AREAS:*

- Standards relate to both *performance* and *functionality*
  - They can give *volume production, lower terminal costs, stimulate new services* and *grow markets*, e.g.
    - MPEG-2 for digital TV
    - DVB-RCS for broadband
    - MHP for interactive services
  - They can contribute to *more efficient use of space & ground segments*, e.g.
    - DVB-S2
    - MPEG-4
- ➔ SatOps must be involved in standardization work to ensure future standards take proper account of the special characteristics of satellites



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# Standardization & ESOA Companies

*ESOA REPRESENTS 11 OPERATORS OFFERING A WIDE RANGE OF:*

- Wireless equipment and transmission / content types:
  - Mobile / fixed
  - Data / audio-visual / voice
  - DVB / IP format
  
- As a *backbone infrastructure* (in connection with other networks)
  
- Or for *DTH* (end-user equipment)

- ➔ Plurality of services implies plurality of standards used
- ➔ One size doesn't fit all



## *SATELLITES NEED SOPHISTICATED AND OPEN STANDARDS TO ALLOW:*

- *Technological innovation* to ripen:
  - MHP is one option for HD services
  - MPEG4 is needed for high-speed transmission
- *Hybrid platforms* to develop:
  - E.g. reliance on DVB-H to feed wireless platforms with video signals carried by satellite
- Growth of *two-way broadband communications*:
  - E.g. DVB-RCS is a state-of-the-art standard under evolution

- ➔ Historically: justifiable company specific standards
- ➔ Today: different operators promote different standards to suit their business needs; but ultimately, mature standards can be consensus-based & open



# The Effects of Standardization

## *WHAT IS THE ULTIMATE RESULT OF STANDARDIZATION?*

- DVB Project and ETSI have played a crucial role in developing:
    - Open and high quality standards
    - Based on market-based consensus
    - Following well-defined commercial requirements
  - The result is *dynamic markets* where:
    - *Innovative products are available at lower prices*
    - *bearing short life cycles*
    - *a plurality of content / service providers can be accommodated*
- ➔ Improved interoperability and reduced cost enhance quality and quantity of services in a competitive environment