

# Satellite Operator Benchmarks 2014



**World Teleport Association**  
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Teleport operators worldwide report on their satisfaction with the commercial and operational practices of the world's major satellite operators.

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Free to members; US\$1,650 for non-members.

## Fourth Annual WTA Global Study



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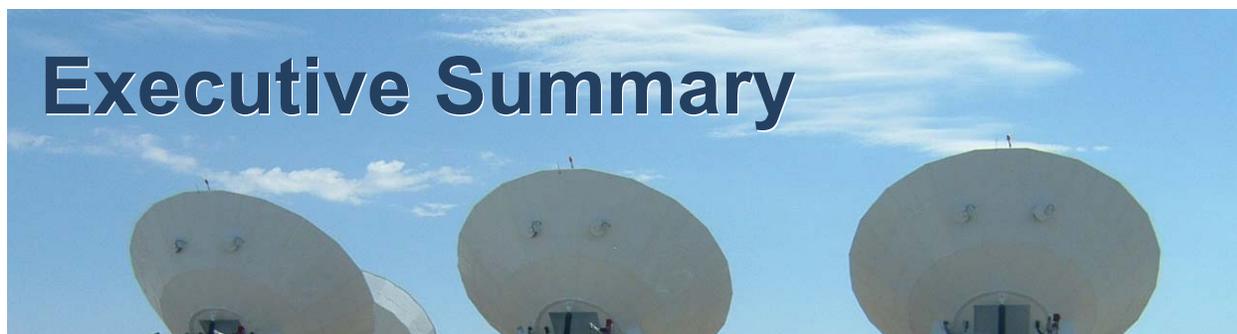
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**Satellite Operator Benchmarks 2014 is made possible by the financial support of WTA's Industry Leaders...**



**...And Industry Patrons:**





## Key Findings

- The sample size for the study grew 4% to 100 completed interviews at 53 companies around the world, of which 52% were in EMEA, 24% were in the Americas, 13% were in the Asia-Pacific and 11% were with multi-regional companies operating multiple teleports.
- Our respondents reported annual spending of US\$1.8 billion on a total of 197 GHz of capacity from 27 global and regional satellite operators. They were a representative cross-section of teleport operators, bridging small, midsize and large companies in the major commercial regions.
- In 2014, one new satellite operator, Spacecom, was added to the analysis, expanding our coverage to eight global and regional operators.
- For commercial practices, Spacecom and Telesat topped the commercial rankings with an average score, respectively, of 4.1 and 3.9 out of 5. The Big Three operators plus two regionals were closely grouped: Eutelsat and Satmex at 3.8, Arabsat at 3.7 and Intelsat and SES at 3.6. AsiaSat received the low score of 3.4 out of 5.
- Overall, the quality of commercial practices saw a decline in the view of respondents. Only 26% of operators received a “strong” rating on any aspect of commercial performance in 2014, compared with 51% in 2013 and 48% in 2012. Eutelsat, Satmex and Spacecom were exceptions to the rule.
- On the crucial issue of direct competition with teleport operators, all of the operators except AsiaSat were seen to compete less often over the past 12 months than in the prior year. But where direct competition occurred, it was judged slightly less fair on average than in the previous year, with the exception of Arabsat, Satmex and Telesat.
- On the operational side, six of the eight operators were seen to hold their performance steady or improve it. Only Arabsat and AsiaSat were rated lower on average, with declines of between 13% and 25% across nine categories. Nonetheless, the number of “strong” ratings showed declines year-over-year. Operators received a “strong” rating in 50% of categories in 2014, compared with 63% in 2013 and 84% in 2012.

- Satmex saw an impressive 70% improvement in its Net Promoter Score, while both Eutelsat (22%) and Telesat (11%) posted gains. The Net Promoter Score indicates how likely respondents are to recommend the satellite operator to others.

## Introduction

In 2011, WTA launched the first *Satellite Operator Benchmarks* study. As we issue our fourth annual report, our objectives remain unchanged. The relationship between teleport operators and satellite operators is crucial to the success of the satellite industry. In the most recent sample group, the respondent companies spent nearly US\$2 billion on 200 GHz of capacity, which make them a significant customer segment.

WTA seeks to keep that relationship healthy and strong by informing teleport operators about how their peers view the principal satellite operators while at the same time providing objective feedback to those operators from an important customer group. By objectively tracking, rating and comparing the operational and commercial performance of satellite operators, as experienced by teleport operators, we seek to strengthen the industry by driving self-improvement across all companies.

Since publication of our first report in 2011, we have been pleased by the response of the satellite operators whose services are the subject of the survey. These companies conduct their own customer satisfaction surveys and stand by their results. But they have generally welcomed the additional input from WTA and contributed helpful suggestions on survey questions and the sample group that has made each year's report better than the preceding one.

## Sample and Methodology

The survey asked respondents to name the satellite operators that they do the most business with, and to offer quantitative ratings and qualitative opinions on their performance of those companies in two areas:

- **Commercial practices**, which help determine whether teleport operators, which spend an average of 40% of revenues on capacity, can have a viable business over time.
- **Operational practices**, which are critical to the teleport operator's ability to deliver a good quality of service to customers.

Data was collected through telephone interviews based on a questionnaire that underwent pilot-stage testing. For each company, we conducted separate interviews with a commercial contact and operational contact, for a total of 100 interviews at 53 companies around the world. This represents a 4% increase over the total of 96 interviews at 48 companies in 2013.

In 2014, we are able to add one more satellite operator to the analysis – Spacecom – expanding our coverage to eight global and regional operators. The sample of respondents who reported buying capacity from regional operators like Spacecom, Arabsat and Satmex was smaller than for multi-region operators, which may affect accuracy. We believe, however, that there is greater value in including results for these companies than in excluding them.