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## **Quilty Analytics in Its Latest Satcom Quarterly Briefing Validates SpaceX Starlink’s Consumer Broadband Focus**

### **Consumer Broadband Market Holds Great Potential for Enabling New LEO Systems to Drive Revenue Growth and Achieve Attractive ROI Levels**

**St. Petersburg, FL, February 24, 2021** – Quilty Analytics, the leading boutique firm for research, strategy, and investment banking advisory to the Satellite & Space industry, has issued to subscribers the latest edition of its Satcom Quarterly Briefing, that delves into SpaceX Starlink, its achievements to date, market focus, and the role the system is likely to play in fulfilling SpaceX’s ambitions to colonize Mars. The Starlink evaluation includes an assessment of the prime broadband markets most likely to drive success of new commercial LEO satellite systems.

“With over 1,000 satellites on orbit and favorable reviews from many of Starlink’s 10,000 beta test users, satellite industry professionals are seeking to understand the potential for Starlink to succeed and the impacts such success could have on the larger satcom industry,” said Chris Quilty, Partner of Quilty Analytics. “With Starlink’s investment program likely to exceed \$10 billion over time, we sought to address the pivotal question of where SpaceX will focus its resources and what impact it will have.”

Quilty Analytics concluded that:

- Starlink, being an end-to-end/retail service provider, will likely have to generate yearly revenues that exceed the global satcom industry’s total broadband data revenues today in order to generate attractive investment returns; and,
- Given current trends in technology and strong motivations in developed countries to quickly close their respective “digital divides” (highlighted by the impacts of the COVID-19 pandemic), there could be upwards of 15 million consumer satellite broadband subscribers worldwide by 2030 (and potentially as many as 30 million). The substantial potential for consumer markets is predicated on global networks, high-performance, and low-latency – and assumes cost-effective equipment and service.

The Quilty Analytics team would like to thank the many companies and experts whose timely input contributed to our findings. We hope this briefing stimulates discussion and we look forward to receiving comments from friends and colleagues across our industry.

**About Quilty Analytics LLC** <https://www.quiltyanalytics.com/>

Headquartered in St. Petersburg, Florida, Quilty Analytics is an integrated boutique focused on research, strategy, and investment banking advisory exclusively for the Satellite & Space industry. Drawing on decades of experience and in-depth knowledge of Satellite & Space markets, Quilty Analytics offers an unmatched combination of financial, technical, and strategic insights that drive better investment and policy decisions.

Quilty Analytics' proprietary financial models and market assessments underpin our independent research, strategy guidance, and investment banking advisory – services that we provide to a growing number of industry stakeholders. Sized and structured for rapid response, Quilty Analytics' deep knowledge and expertise across Satellite & Space Markets are anchored by strong executive-level relationships and a rich transactional history.

To learn more about Quilty Analytics' subscription-based research and its investment banking and strategy advisory offerings, please contact us at: [Info@quiltyanalytics.com](mailto:Info@quiltyanalytics.com)

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