

# Global Direct Broadcast Satellite Service Market to Reach \$52.49 Billion at a Steady 9% CAGR by 2029

*The Business Research Company's Direct Broadcast Satellite Service Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034*

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How Large Will The Direct Broadcast Satellite Service Market Be By 2025?

[The market size of the direct broadcast satellite service](#) has shown robust growth in the recent past. The market, which was valued at \$33.63 billion in 2024, is projected to reach \$36.73 billion in 2025, exhibiting a compound annual growth rate (CAGR) of 9.2%. This growth during the historic period is due to factors like the escalating adoption of pay television (TV) services, increasing demand for high-definition channels, growth in disposable income, expanding reach in rural regions, and a soaring preference for bundled telecom and television (TV) services.

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[The market size for direct broadcast satellite services](#) is projected to experience robust expansion in the

forthcoming years. The value is forecasted to rise to \$51.56 billion by 2029, growing at a compound annual growth rate (CAGR) of 8.8%. This growth during the prediction period is likely due to increased demand for ultra high definition (HD) and 4K products, the spread of hybrid satellite and over-the-top (OTT) models, broader access to cost-effective subscription plans, digitalization growth in developing economies and expanding collaborations between telecom and satellite operators. Important emerging trends during this period consist of advancements in satellite compression technologies, enhanced integration with streaming services, the creation

of next-generation high-throughput satellites, inventiveness in interactive and personalized television (TV) services, and the evolution of cloud-based broadcast management systems.

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What Are The Major Driving Forces Influencing The Direct Broadcast Satellite Service Market Landscape?

The anticipated surge in internet services utilisation is likely to stimulate [the expansion of the direct broadcast satellite service market](#). Internet services incorporate a broad variety of web resources and capabilities allowing users to interact, liaise, and disseminate data, messages, and digital materials virtually. As the popularity of smartphones and integrated gadgets requiring uninterrupted online connectivity grows, so does the need for internet services. The direct broadcast satellite (DBS) service complements this growing requirement by offering rapid connectivity even in remote areas and regions where traditional broadband networks are sparse. For instance, in July 2024, as per the Office of Communications, a governmental regulatory body ratified by the UK, the mean monthly data consumption per mobile customer increased by 21%, amounting to 9.9 GB in 2023. Hence, the escalating requirement for internet services is propelling the advancement of the direct broadcast satellite service market.

Who Are The Top Players In The Direct Broadcast Satellite Service Market?

Major players in the Direct Broadcast Satellite Service Global Market Report 2025 include:

- EchoStar Corporation
- CANAL+ S.A.
- SES SA
- Eutelsat Communications S.A.
- Astro Malaysia Holdings Berhad
- Telesat Corporation
- Sun Direct TV Private Limited
- Azam Media Limited
- Claro TV
- StarTimes Group

What Are The Top Trends In The Direct Broadcast Satellite Service Industry?

Prominent businesses in the direct broadcast satellite (DBS) service market are striving towards the development of innovative, next-generation broadcast satellites to boost coverage, enhance signal quality, and provide advanced broadcasting services. These next-generation satellites come equipped with high-power payloads coupled with superior transmission capabilities that offer increased efficiency, expansive coverage, and support for Ultra HD broadcasting. For instance, in June 2024, SES S.A., a satellite telecommunications firm based out of Luxembourg, launched the ASTRA 1P (SES-24) satellite that enhances and secures the broadcast signals throughout Europe. Catering to the escalating demand for high and ultra high definition TV channels, the satellite boosts the capacity of SES's direct-to-home (DTH) television services. It

offers sustainable broadcasting continuity and broadened media circulation for customers.

## Market Share And Forecast By Segment In The Global Direct Broadcast Satellite Service Market

The direct broadcast satellite service market covered in this report is segmented

- 1) By Satellite Type: Low Earth Orbit (LEO), Medium Earth Orbit (MEO), Geostationary Orbit (GEO)
- 2) By Service Type: Standard Definition (SD) Services, High Definition (HD) Services, Ultra High Definition (UHD) Services, Interactive Services, Pay-Per-View Services
- 3) By Technology: Satellite Communication Technology, IP-Based Technology, Hybrid Services, Cloud-Based Solutions, Advanced Modulation Techniques
- 4) By Distribution Channel: Direct Sales, Retail Partnerships, Online Sales Platforms, Value-Added Resellers (VARs), Franchise Networks
- 5) By End-User: Residential Customers, Commercial Customers, Government And Defense Institutions, Educational Institutions, Healthcare Facilities

### Subsegment:

- 1) By Low Earth Orbit (LEO): Communication Satellites, Earth Observation Satellites, Navigation Satellites, Scientific Satellites, Technology Demonstration Satellites
- 2) By Medium Earth Orbit (MEO): Navigation Satellites, Communication Satellites, Earth Observation Satellites, Military Satellites
- 3) By Geostationary Orbit (GEO): Communication Satellites, Weather Satellites, Earth Observation Satellites, Broadcast Satellites, Surveillance Satellites

View the full direct broadcast satellite service market report:

<https://www.thebusinessresearchcompany.com/report/direct-broadcast-satellite-service-global-market-report>

### Direct Broadcast Satellite Service Market Regional Insights

In 2024, North America held the top position in the direct broadcast satellite service market. The region projected to grow the most rapidly during the forecast period is Asia-Pacific. The report on the direct broadcast satellite service market includes the following regions: Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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