

SatComRus 2020 Conference Agenda
(08 October 2020; online format)

**"Satellite Industry Strategy 2030:
Invest Program Criteria"**

9.30 - 10.00 Signing-in.

10.00 – 11.30 Plenary session. Digital technology development trends and satellite industry transformation.

Moderator: Ksenia Drozdova, RSCC Deputy Director General, Chairperson of the Operations Committee of IOSC “Intersputnik”

Topics:

- Strength test. Scenarios of telecom industry development during and after the pandemic. Isolation lessons (infrastructure safety margin, whether investment program criteria will change).
- Prospects for the allocation of frequencies for the development of 5G networks (tbc).
- Global satellite projects of today. The "Sphere" project and the place of satellite communication and broadcasting systems in it.
- Role and place of satellite communications in the digital economy of the Russian Federation.
- ISS JSC plans for development of satellite platforms and creation of prospective spacecrafts.
- New trends and new orbits of RSCC.

Participants:

- *Oleg Ivanov, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation (tbc)*
- *Andrey Zheglov, Deputy Director of the State Policy in the Field of Communications Department*
- *Yuri Urlichich, First Deputy Director General for the Development of the Orbital Group and Priority Projects, Roscosmos (tbc)*
- *Oleg Dukhovnitskiy, Head of the Federal communications Agency*
- *Yuri Vilkov, Deputy Director General – Deputy General Designer for Development and Innovations, ISS-Reshetnev Company*
- *Yuri Prokhorov, Acting Director General, RSCC*
- *Denis Kuskov, CEO, the Telecom Daily information and analytical agency*

11.30 – 11.45 Break

11.45 – 13.15 Session 2. Digital wars. Battle for bandwidth: satellite operators vs. 5G operators. Who wins and why? Impact of COVID-19 pandemic on the power balance in the telecom industry

Moderator: Leonid Konik, Chief Editor of PG “ComNews” publications

Topics:

- Role of satellite communications in 5G ecosystem.
- Future of 5G networks from the standpoint of an international satellite operator.
- Issues of standardization of 5G satellite component in international organizations.
- Role of satellites in 5G networks development. Standardization in 3GPP Release-17.
- 5G: Battle for C-band in different areas of the world. News from the fields.
- Impact of COVID-19 on satellite communications industry: challenges and opportunities.
- Pandemic: a moment of truth or a window of opportunities for satellite communication operators? Points of growth? Subscriber metamorphosis scenarios, ARPU forecast, portrait of a client who survived the pandemic.

Participants:

- *Evgeny Buydinov, Deputy Director General, RSCC*
- *Nikolay Orlov, Regional Vice-President Eutelsat S.A*
- *Victor Strelets, Scientific consultant, Chairman ITU-R Study Group 4*
- *Sasha Sirotkin, 3GPP RAN3 Vice Chairman, Intel*
- *Mark Guthrie, Chief Commercial Officer, Azercosmos*
- *Andrey Kirillovich, Director of Integration and Turnkey Projects, RSCC*
- *Sergey Pekhterev, shareholder, Ka-Internet JSC*

13.15– 13.30 Break

13.30– 15.00 Session 3. Global reload of broadcast and media industry (with participation of TMT Conference).

Moderator: Sergey Plotnikov, Director of the Infocommunications technologies & multimedia services Department, RSCC

Topics:

- Will the ‘TV sharks’ survive in the new media content consumption environment?
 - How will the media consumption change after the lockdown?
 - Will video services hold up to the subscription base growth?

- What role will be played by Netflix and NMG in the online cinema turf war?
- What will it cost operators to increase traffic on networks during the pandemic?
- Will the pandemic cause a deficit of new video content?
- How do broadcasters integrate User Generated Content in their projects?
- A whirlwind on the Russian media and telecom market: will ecosystems take the lead?
 - Subscription model within ecosystems: success formula or marketing trick?
 - What role do infrastructure operators have in building ecosystems?
 - What consumer services and what content should a media ecosystem include?

Participants:

- *Alexander Shirokikh, General Director, National Association of Broadcasters*
- *Yulia Shakhmanova, CEO, Satellite TV (STV)*
- *Kirill Makhnovskiy, CEO, Orion Group*
- *Anton Volodkin, head of Wink service, Rostelecom*
- *Andrey Gromkovsky, Vice President for Russia and CIS, UFC (Ultimate Fighting Challenge)*
- *Anna Ivanova, Director of new distribution channels development, Rambler Group*

15.00– 15.15 Break

15.15 – 17.15 Session 4. Trends of mass service satellite networks' development.

Moderator: Evgeny Buydinov, Deputy Director General, RSCC

Topics:

- ELO: Eutelsat low-orbit communications system.
- Kinéis: low-orbit location and data exchange system.
- IoT Marathon multi-satellite data system: service competitiveness conditions.
- “Gonets satellite communications system” development prospects.
- Development of Gilat Satellite Networks business on market for Non-GEO Satellite Orbits (NGSO).
- Telecom business requirements for non-geostationary satellite systems.
- Customer equipment for NGSO satellite communication systems.
- Plans of satellite operators and manufacturers to develop business in low-orbit satellite communications system.
- The Connected future.

- Corporate VSAT market. Extremum points in 2020.

Participants:

- *Nikolay Orlov, Regional Vice-President Eutelsat S.A.*
- *Alexandre Salman, general director, ES-PAS (representative of Kinéis in Russia)*
- *Valentin Anpilogov, Deputy General Director, JSC "VSAT-TEL"*
- *Maksim Diordiev, Head of Satellite Systems Application Division JSC "Satellite system "Gonets"*
- *Konstantin Lanin, Head of Representative Office, Regional Director Russia & CIS Business, Hughes Network Systems, LLC*
- *Sergey Stepanenko, Technical director, Altegrosky Group of Companies*
- *Danila Medvedev, Director of Technical Business Development, Gilat Satellite Networks (Eurasia) LLC*
- *Andrey Romulov, Technical director, Iskra Group of Companies*
- *Didier Le Boulc'h, Vice President, Strategy and Telecommunications Solutions at Thales Alenia Space*
- *Vincent Guermontprez, Business Development Director, Telecommunication Satellites, Airbus Defence and Space*
- *Inessa Glazkova, Executive Director, Nebo Global Communication Communications*

17.15– 17.20 Break

17.20– 17.35 "SatComRus Award 2020" ceremony.

Summary of the marketing campaign "For the 75th Anniversary of the Victory" organized by RSCC jointly with Ka-band partners.