

BARNES *Reports*

U.S. Satellite Telecommunications Industry (NAICS 51741)

- Market Reports
- Industry Trends
- Demographic Data

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SATELLITE TELECOMMUNICATIONS INDUSTRY (NAICS 51741)

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USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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SATELLITE TELECOMMUNICATIONS INDUSTRY (NAICS 51741)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 51741: Satellite Telecommunications. This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

Related Industries

- Plumbing Contractors
- Carpentry Contractors
- Housing Construction
- Home Improvement Retail

U.S. Census Categories

NAICS 51741 – Satellite Telecommunications is 72% comparable to
SIC 4899 – Communications Services, NEC

Sub-Industries

Satellite earth stations