

NEW SPACE

Communicating in a booming sector



Red Lorry
Yellow Lorry



Convoy
GLOBAL PR GROUP

HOW CAN BRANDS MAKE THEMSELVES HEARD IN A BOOMING SPACETECH SECTOR?

In this eBook, we share marketing and comms best practices.



"The space sector is vast, complex and constantly changing. In recent years, it has undergone a profound transformation. The accelerating pace of technological change has prompted traditional players to review their strategies and business models – and led to the emergence of a host of new spacetechnologies. Whether it's telecommunications, defence, cyber-security, or the environment, the truth is that spacetechnology has a significant impact on our daily lives and our economy. We can help you navigate this booming sector and guide you towards the best practices for effective communication."

Guy Walsingham, CEO, Red Lorry Yellow Lorry

CONTENTS

03 Spacetechnology and New Space: What are they?

07 "In space, no one can hear you scream"

10 Case study

SPACETECH AND NEW SPACE: WHAT ARE THEY?

The market and its players

The private space industry – also known as New Space – is booming. Technological advances – known as spacetechnology – are making space increasingly accessible, and many innovative companies are looking skywards to address various issues, including sovereignty, environmental preservation and security.

MAIN PUBLIC & PRIVATE PLAYERS

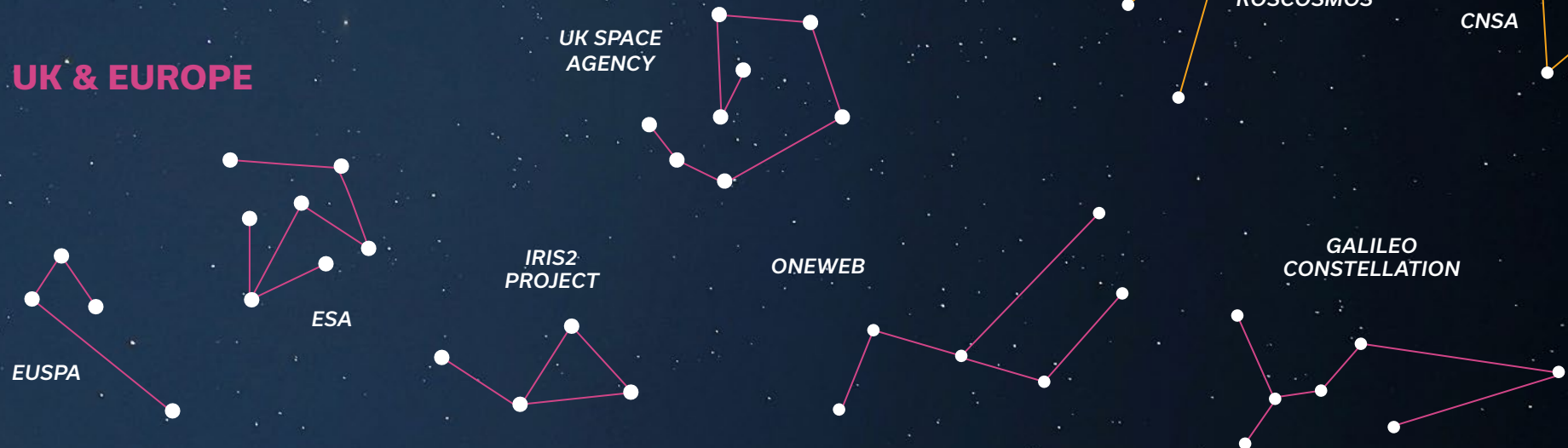
NORTH AMERICA



ASIA



UK & EUROPE





THE PRIMARY PUBLIC AND PRIVATE SECTOR PLAYERS WORLDWIDE

NASA: US government federal agency responsible for the country's civil space programme, aeronautics and space research.

SpaceX: American company led by Elon Musk specialising in astronautics and space flight. NASA awarded SpaceX a contract to transport cargo to the International Space Station. It is also developing space exploration projects to the Moon and Mars, and the Starlink satellite internet programme.

Blue Origin: Founded by American billionaire Jeff Bezos with the aim of developing new technologies to lower the cost of space access.

CNSA: Chinese government agency responsible for China's civil space administration and international space cooperation.

Roscosmos: Russian state corporation responsible for Russia's civil space programme.

ESA: European Space Agency which France, Italy and Germany have invested in heavily, contributing more than three billion euros to its space technology budget since November 2022.

EUSPA: EU Space Programme Agency that works closely with the ESA and is responsible for managing certain satellite programmes on its behalf.

KEY PROGRAMMES IN EUROPE

OneWeb: Built by Airbus Defence & Space, OneWeb is a constellation of some 650 telecommunications satellites circulating in low orbit to provide businesses and individuals with high-speed internet access in regions poorly served by terrestrial links.

IRIS2 project: Infrastructure for Resilience, Interconnectivity and Security by Satellite. The EU has launched a call for tenders to develop a broadband satellite network to compete with Starlink. Airbus Defence & Space, Eutelsat, SES and Thales Alenia have already responded to the call.

Galileo constellation: Europe's own global satellite navigation system which, when fully operational, will comprise 24 satellites. The ESA is currently working with SpaceX on rocket launch plans.

INVESTMENT IN SPACETECH REACHED APPROXIMATELY \$20 BILLION WORLDWIDE IN 2021.



New Space is a booming sector worldwide, including in Europe.

Investment levels show growing interest from both public and private sector players, encouraged by the dynamism of the sector globally. Notably, the spacetechnology market, once dominated by North America, is growing in importance in Europe too. Significant investments are being made to support start-ups, research, and funds dedicated to spacetechnology..

WHAT ARE PLAYERS IMMERSSED IN THE SPACETECH INDUSTRY SAYING?



"Space will inevitably be our next industrial revolution. Capturing data is only a tiny part of the job. Any company wishing to explore the data goldmine that space represents, let alone establish itself as a leader in the sector, must first recognise the need to secure its operations. The underlying opportunities represented by investment in cyber-security, over and above strict laws and regulations, are considerable. It's about much more than protecting digital assets. It's also about business. For example, a defence and (cyber)security system is a powerful facilitator for sales and marketing and an additional guarantee of a company's long-term viability. This aspect will be essential, as competition in this fast-growing sector is already fierce in China and the United States. CYSAT, the event we organise every year in Paris, aims to bring together all the communities of space cyber-security experts to build a sovereign European ecosystem capable of responding to all these current and future challenges facing the industry."

Mathieu Bailly, VP space at CYSEC and director of CYSAT



"A wind of change has been blowing through the space sector in recent years, with the emergence of a number of key players centred around flagship companies such as SpaceX and Blue Origin. These new private sector businesses are shaking up the way we use space. And yet, although their approaches are different, their expertise is complementary to that of established players. There's no doubt that we stand to gain from bringing together all the different skills and sectors and encouraging public-private interaction between new and established players, because their complementary visions offer undeniable opportunities for innovation and growth. This is how we'll help tomorrow's top players emerge and grow, and how we'll make Europe count in this new "Smart Space" economy."

Sylvain D'Hoine, VP space, CS GROUP

"IN SPACE, NO ONE CAN HEAR YOU SCREAM"

What can spacetechnology brands do to make themselves heard?

For a long time, the space industry was dominated by governments and institutions with undisputed mastery of the technologies involved. In recent years, new players have entered the fray in the form of start-ups and entrepreneurs, motivated by a desire to democratise access to space and develop a new space economy (telecommunications, GPS, environmental management, imaging, etc.). The challenges facing the space sector are, therefore, no longer focused solely on geopolitical issues but also on business and technological sovereignty.

This paradigm shift is propelling the space industry into a new media era, encompassing a host of economic and societal issues.

Media relations: Diversify your audience segments to boost your voice

Defence, security, transport, telecommunications, health, agriculture, the environment and more. At present, spacetechnology has many applications – and not a day goes by without a related breaking news story. Whether it's the launch of constellations, cyber-attacks or fund-raising, spacetechnology is being talked about across society. But how can brands use this to their benefit?



"As a spacetechnology company, it's vital that your communications partners have a thorough grasp of the issues involved, and that they combine a global vision with local insights (markets, news, data)."

Hélène Joubert, managing director Europe, Red Lorry Yellow Lorry

COLLABORATION IS CRUCIAL

For many spacetech brands, their primary communications goal is to break down barriers to make this subject more accessible, while raising awareness of the challenges of tomorrow.

A crucial part of this is organising meetings, roundtables, workshops and events. This is the best way of launching productive discussions and is only possible through a collaborative ecosystem, which brings together experts, communicators, management committees, etc.

01

Encourage your in-house experts to share insights (articles, expert opinions, studies) rather than simply disseminating news. In this sector, you'll find specialist journalists looking for data and analysis.

02

Link your comms to current events. For example, 'space news' can be linked to issues like defence (Russia's invasion of Ukraine, the militarisation of space) and sovereignty (Europe, the USA and China).

03

Bring together different areas of **expertise**, for example, by linking spacetech to cyber-security or the environment.



"We're entering a new era of spacetechnology innovation dominated by private companies, not government entities. Firms like Elon Musk's SpaceX have reshaped the sector, creating opportunities for both established names and recent start-ups. 'Real' experience in space is no longer a requirement. But the breakthrough of players like SpaceX also creates increased competition. Companies will only survive if they bet wisely on the latest technologies and gain exposure through local space agencies. Networking is key.

Take the example of the Artemis 1 rocket. Although it still uses legacy technologies, the aim is to replace them all with new tech. And for that, space organisations are increasingly looking to companies outside the existing space industry, especially start-ups. These actors experiment with the latest technologies (particularly AI) and can help space organisations become more cost-efficient. Start-ups looking to capitalise on this boom should look for a PR partner able to build connections with key actors in their local markets, while focusing on major industry events"

Rafaël Tirmarche, managing partner, Factivity



"Jeff Bezos and Elon Musk have ushered in an era of massive opportunity for private companies to take the lead on spacetechnology, as governments around the world prioritise other sectors. Any company that develops cutting-edge technology will have an advantage in attracting the attention of journalists, investors, and partners. Tech industry power brokers have simply grown sceptical of the soft-tech demagogues who have exploited the hype around emerging technologies in recent years, from digital assets to AI. Offering real, tangible technological solutions for the discovery of space is the surest way to stand out."

Motti Peer, chairman and co-CEO, ReBlonde





CYSAT

CASE STUDY

ADOPTING A 'GLOCAL' APPROACH FOR CYSAT

CYSAT is the biggest European event dedicated to cyber-security in space.

Piquing the interest of press for events can be tricky. And it's even more challenging when you're targeting journalists from countries outside the one in which the event is happening.

To do so, you need a tangible hook for 'why' press should attend the event – ideally a link to current events or a recent news story. Having a spokesperson who speaks the local language is also a considerable asset. This is important for fostering interpersonal relationships with journalists and explaining technically complex subjects.

**30+**features in
tier-one
media**750+**
attendees**6**interviews secured
with international
key media

Trade shows, no matter how high-tech, do not easily attract the attention of foreign journalists. However, by highlighting why CYSAT, a space and cyber-security exhibition hosted in Paris, was relevant to the news abroad, the lorries were able to secure coverage for exhibiting clients in Germany, the UK, Italy and other countries too.

It's important to think about the relationship from a practical point of view. Most foreign newsrooms won't send a journalist to a foreign event for budgetary and logistical reasons. However, major newsrooms do

often have local press correspondents. While the latter are often deployed to cover priority news stories, they can be very receptive to local events and insights if they broaden their topics of interest – and network.

Find out more about how the lorries persuaded international journalists to attend CYSAT via the link below.

[READ MORE HERE](#)



"CYSAT covers a wide range of subjects, including defence, the environment, telecommunications and transport. This means that we had to think carefully about whether a PR agency would have the requisite knowledge to support our communications. We quickly opted for Red Lorry Yellow Lorry, who successfully built up a pan-European communications base (France, Germany, the UK and Italy) to publicise CYSAT and the entire European space industry at the event. Relying on an agency whose clients already include major players in the cyber-security, space and defence sectors, as well as a network of international journalists who are experts in these fields, played a major role in the promotion and success of our event."

Alexandra Vaillant, marketing director of CYSEC (organiser of CYSAT)



"In my role in charge of communications consulting for SSSCIP (the Ukrainian government's cyber-security agency), we worked with Red Lorry Yellow Lorry to support General Potii, Deputy Head of SSSCIP, who was invited to give a keynote speech at CYSAT. Since the start of the armed conflict in Ukraine, cyber-security has been a strategic objective for the country. It was essential to have the support of an agency with a good grasp of the messages surrounding European cyber defence issues to share General Potii's message with European media effectively. In a complex security context that does not facilitate exchanges between Ukraine and Europe, we benefitted from the support and backing of an international agency to carry out the interviews and convey SSSCIP's message to the European media on the military and civilian consequences of cyber-attacks in Ukraine."

Olga Nasibullina, communications consultant, cybersecurity expert (Ukraine)



"Red Lorry Yellow Lorry helped us to increase the visibility of the capabilities of our Pléiades Neo satellite constellation.

This space-based observation and surveillance activity is attracting a great deal of interest from the market, but it is also a highly competitive segment.

We're targeting audiences across a wide range of sectors, including defence, urban planning, energy, maritime and agriculture. The high resolution of our imagery (30 cm resolution) means we can also be a real partner for the media, who are looking for precise, spectacular images during natural disasters, sporting events or to illustrate the impact of climate change on the Earth."

Marion Theuzillot, communication and marketing manager,
Airbus Defence & Space



LOOKING FOR COMMS HELP IN THE NEW SPACE AND CYBERSECURITY SECTOR?

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