

# WHY SSA outreach matters! Where can we find it?

GNOSIS

08 September 2021

Torsten Kriening – Publisher and CEO



# Storytelling today



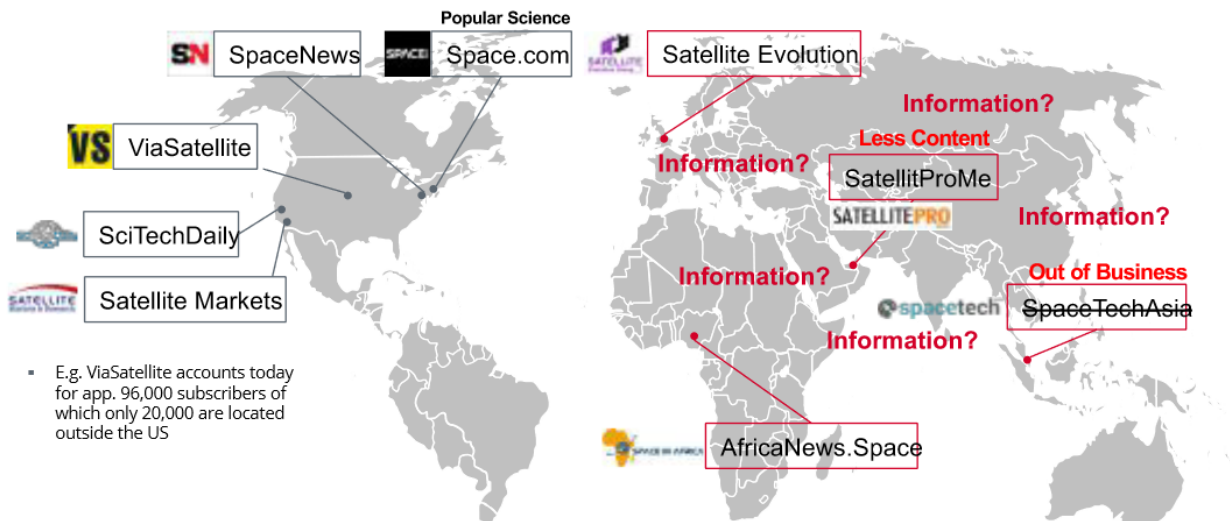
# Storytelling today



# The Informational Divide



Currently space industry news is mainly created in - and focused on - the U.S. Meanwhile, regional players outside the U.S. lack appropriate communication channels and coverage.



- E.g. ViaSatellite accounts today for app. 96,000 subscribers of which only 20,000 are located outside the US

- Majority of relevant space news service providers are located in the USA
- News of US based providers focus on US industry activities. Outside US, only major players (e.g. Airbus) are covered.

A heritage of six years and traffic of up to 95,000+ unique visitors per month without sustained marketing demonstrates the need for an independent global space information source



## Who we are ?



# Our Space Café formats

33 MINUTES WITH  
**ALEXANDRE VALLET**

**space café**  
WebTALK

Open waves from GEO to Pluto... and beyond!  
10 years of radio signal coexistence in space

TUESDAY, 6 APRIL 2021  
@ 4PM CEST

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SPACE CAFÉ  
**SPACE LAW BREAKFAST**

**space café**  
LAW BREAKFAST  
with Steven Freedland

Steven Freedland, Steven Krieger and guests  
join Space and Alexander Luchak

THURSDAY, 27 MAY 2021  
@ 9:30 AM CEST  
@ 7:30 PM AEDT

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**ANARCHY IN SPACE?**

**space café**  
SUMMIT

Conversation about the new edition of  
"Handbook of Space Security"  
with Prof. Kai-Uwe Schrag  
and Martina Antoni

THURSDAY, 10 DECEMBER 2020  
@ 4PM CET

SPACE CAFÉ  
**SCOTLAND**

**space café**  
REGIONAL

Scotland's New Space Ecosystem -  
Angela Mathes in conversation  
with the movers and shakers

THURSDAY, 29 APRIL 2021  
@ 4PM CEST

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SPACE CAFÉ  
**BRAZIL**

**space café**  
REGIONAL

Jan Gröther in conversation with  
Alia Raquel, CEO of Nya Nanosatellites

WEDNESDAY, 14 APRIL 2021  
@ 6PM CEST  
@ 1PM BRT

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SPACE CAFÉ  
**GREATER BAY AREA  
CHINA**

**space café**  
REGIONAL

Blake Curdie in conversation with  
my

FRIDAY, 23 APRIL 2021  
@ 10 AM CEST  
@ 4 PM HSK

**MORIBA'S  
VOX POPULI**

**space café**  
MORIBA'S  
VOX POPULI

Security Concerns in Near-earth-Space  
and Loss of Protocols and Practices

THURSDAY, 8 APRIL 2021  
@ 4 PM CEST

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SPACE CAFÉ  
**BLACK OPS**

**space café**  
BLACK OPS  
by Ralph Thiele

Outpace, Outthink, Outmanoeuvre -  
New Technologies and Competition in Space

THURSDAY, 11 MARCH 2021  
@ 5PM CET

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SPACE CAFÉ  
**YOUNG GLOBAL TALENTS**  
Space Law - What's Next?

**space café**  
YOUNG GLOBAL  
TALENTS

Markus Payer invites students to  
discuss with Prof. Michelle Hanlon

elsa

# Why is that important?

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**INDEPENDENCE**

**TRUST – be trustful**

**TRANSPARENCY**

**REPUTATION**

**PASSION – it is your driver**

# SSA / STM outreach networks

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