

India Set top Box CY Q1'2013 Market

<https://marketpublishers.com/r/I5215978157EN.html>

Date: June 2013

Pages: 0

Price: US\$ 1,500.00 (Single User License)

ID: I5215978157EN

Abstracts

Skyworth emerged as the market leader in the India Set Top Box market. India registered 5.3 million units of set top boxes shipments in CY Q1 2013.

Introduction of Conditional Access System (CAS), mandatory government & regulations, popularity of DTH platforms, declining prices of Set Top Boxes (STBs) are fuelling the growth of STBs in India.

With government directing rules to completely digitize the entire pay TV market by 2014, the demand for STBs is expected to increase exponentially in the coming years. Evaluating the present market scenario, majority of the total cable TV subscribers are still on analog based networks; however we expect a shift towards digital cable TV platform. Also, with the introduction of High Definition (HD) channels and smart TVs, the market for digital TV viewing is expected to increase significantly.

Imports of Set Top Boxes (STBs) in India constitutes the significant share of total STBs, around 85%, in India due to the cost advantage enjoyed by the foreign players.

Key features of the report:

The report provides the detailed analysis of following market segments:

Total set top box shipment in India.

Market share by various players in various segments and specifications.

Shipments by SD STB and HD STB.

Shipments by cable TV, DTH and IPTV.

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