

# **Global Set-top box Market Size study, by Type(Cable, Satellite, IPTV, OTT(Over the top devices), Hybrid) by Recording( DVR, Non-DVR), by Sales Channel (Online, Offline), by Video Quality (Standard-Definition, High-definition), by End-use(Commercial, Residential)and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Set-top box Market is valued approximately USD 22.6 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 3.2% over the forecast period 2021-2027. Cable television sets require a digital device that transmits and converts a digital signal in order to view and switch between channels. A set-top box is a device that enables this technology and allows users to watch television comfortably. The technology relating to this device has advanced at a rapid pace. High levels of technological innovation have greatly helped in the creation of a broad range of STBs. Set-top box structures are becoming more sophisticated as new features and content protection systems are added. The industry is transitioning from offering standalone cable and satellite boxes to hybrid boxes that are incorporated with over-the-top IP-based services. As a result, conventional cable service providers now sell consumers innovative hybrid set-top boxes. The growing popularity of streaming OTT content on personal devices such as smartphones and laptops is reducing demand for TV set-top boxes. According to the U.S. Census Bureau's estimated market data, young adults between the ages of 18 and 35 account for more than 40% of the U.S. population in 2019. Furthermore, advancements in electronics retail outlets, as well as the growing e-commerce industry, have facilitated the supply of electronics appliance products. However, governmental regulations limiting the use of frequency bandwidth for set-top boxes are expected to stymie the market growth. The set-top box market will grow across the APEJ region as television and TV services become more widely available in

both rural and urban areas.

The market is divided into five geopolitical regions: North America, Europe, Asia Pacific, South America, the Middle East, and Africa. Because of the high demand for on-demand video services in countries such as China, Japan, and India, the Asia Pacific region is expected to dominate the market. According to the Federation of India Chambers of Commerce and Industry, paid video subscription revenue has more than doubled to USD 209.89 million since the launch of paid videos in India in 2018. The country's large language diversity is further accelerating video consumption in different languages, which is likely to drive the market.

Major market player included in this report are:

ABOX42 GmbH

Advanced Digital Broadcast SA

Broadcom Inc.

CommScope Inc.

DISH Network LLC

Huawei Technologies Co. Ltd

MyBox Technologies Pvt. Ltd.

Roku Inc.

Samsung Electronics Co. Ltd.

Technicolor SA.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Cable

Satellite

IPTV

OTT

Hybrid

ByRecording:

DVR

Non-DVR

By Sales Channel

Online

Offline

By Video Quality

Standard-Definition

High-Definition

By End-use

Commercial

Residential

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Set-top box Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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