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Global ATSC 3.0 Devices Market 2024 by Company, Regions, Type and Application, Forecast to 2030

https://marketpublishers.com/r/G2636100179BEN.html
Date: January 2024
Pages: 87
Price: US$ 3,480.00 (Single User License)
ID: G2636100179BEN

Abstracts

According to our (Global Info Research) latest study, the global ATSC 3.0 Devices market size was valued at USD 3266.8 million in 2023 and is forecast to a readjusted size of USD 21130 million by 2030 with a CAGR of 30.6% during review period.

ATSC 3.0 is a major version of the ATSC standards for television broadcasting created by the Advanced Television Systems Committee (ATSC). ATSC 3.0 comprises around 20 standards covering different aspects of the system and in total will have over 1,000 pages of documentation. The standards are designed to offer support for newer technologies, including HEVC for video channels of up to 2160p 4K resolution at 120 frames per second, wide color gamut, high dynamic range, Dolby AC-4 and MPEG-H 3D Audio, datacasting capabilities, and more robust mobile television support. The capabilities have also been foreseen as a way to enable targeted advertising and finer public alerting. ATSC 3.0 is a major upgrade for antenna TV, designed to allow for 4K resolution and even a major sound upgrade to broadcast TV. The switch could be as significant as the transition from analog broadcasts to digital HD - except this time it's going to be a whole lot easier. ATSC 3.0 was initially launched in 2017 in South Korea, mainly in preparation for the 2018 Winter Olympics.

Global key players of ATSC 3.0 Devices include LG, Samsung and Sony, etc. Global top three manufacturers hold a share over 90%. Asia-Pacific is the largest market of ATSC 3.0 Devices, with a share nearly 90%, followed by North America.

The Global Info Research report includes an overview of the development of the ATSC 3.0 Devices industry chain, the market status of Residential (TV, STB), Commercial (TV, STB), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of ATSC 3.0

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Devices.

Regionally, the report analyzes the ATSC 3.0 Devices markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global ATSC 3.0 Devices market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the ATSC 3.0 Devices market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the ATSC 3.0 Devices industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., TV, STB).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the ATSC 3.0 Devices market.

Regional Analysis: The report involves examining the ATSC 3.0 Devices market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the ATSC 3.0 Devices market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to ATSC 3.0 Devices:

Company Analysis: Report covers individual ATSC 3.0 Devices players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

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Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards ATSC 3.0 Devices This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Residential, Commercial).

Technology Analysis: Report covers specific technologies relevant to ATSC 3.0 Devices. It assesses the current state, advancements, and potential future developments in ATSC 3.0 Devices areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the ATSC 3.0 Devices market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

ATSC 3.0 Devices market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

TV

STB

Mobile

Others

Market segment by Application

Residential

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Commercial

Others

Market segment by players, this report covers

LG

Samsung

Sony

Hisense

Zinwell Corporation

Geniatech

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe ATSC 3.0 Devices product scope, market overview, market estimation caveats and base year.

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Chapter 2, to profile the top players of ATSC 3.0 Devices, with revenue, gross margin and global market share of ATSC 3.0 Devices from 2019 to 2024.

Chapter 3, the ATSC 3.0 Devices competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024.and ATSC 3.0 Devices market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of ATSC 3.0 Devices.

Chapter 13, to describe ATSC 3.0 Devices research findings and conclusion.

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