

# The Future of STBs - Challenges and prospects in an IP world

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## Abstracts

In recent years, television STBs have experienced many changes related to the ever-growing supply of digital TV services and the profound changes we are seeing in how video is consumed. With the growth of IP and competitive OTT offerings, technological advances in both software and hardware, and the emergence of new competitors, the future role of STBs in homes is now under scrutiny. IDATE reports on the TV STB market by analysing the current situation and significant developments in technology, consumption and regulation. The report looks at existing business models, the impact of broadband's expansion and various market dynamics depending on the type of network used. It also details the various disruptive factors affecting the future of STBs and offers various scenarios for their role in homes by 2025.

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## **LIST OF PLAYERS EXAMINED**

Comcast X1 Entertainment Operating System

Sky+HD

Netgem, hybrid TV STBs

Roku

TeliaSonera / Samsung

Samsung Integrated TV set

UPC horizon TV

Svelte, hybrid LTE STB)

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