

# Operators' STB strategies: Winning Set-Top Box Strategies for Operators

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## Abstracts

The rapid changes in users' video content viewing habits, starting with streaming, is upsetting pay-TV providers' traditional role and forcing them to rethink their set-top box (STB) strategies.

Despite which, thanks to a demand for a unified customer experience, secured access to content and new smart home functions, these operators do have a host of strategic options to choose from, enabling them to remain key players and stay in the game.

This report explores STB market trends, and analyses seven operators' product line and strategy.

It then identifies winning strategies for operators, based on their respective pros and cons.

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