

# Set Top Box Industry in India (2011-15)

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## Abstracts

### EXECUTIVE SUMMARY

The sale of Set Top Boxes is growing at a rapid pace in India with a compounded annual growth rate of 22.3 per cent. In the past few years there has been a phenomenal shift from analogue cable signals to digital transmission using Set Top Box (STB) as the underlining Technology.

### Trends in the Industry

Global companies are eyeing India as a manufacturing base

Increasing market share of Pay TV

Mandatory digitization

The increase in digital TV homes has further boosted the growth of Set Top Boxes (STBs). With the increasing number of Television households in India there is a great potential for Set Top Box industry in India not only for the foreign manufacturers but also for the local Indian manufacturers.

Benefits like clarity of digital picture, the availability of more channels, Video on demand and Digital video recording (DVR) have helped in increasing the demand Set Top Boxes (STBs).

### SCOPE OF THE REPORT

*Set Top Box Industry in India (2011-15)*

STB Industry in India at a glance

Emerging trends in the industry like increasing market share of Pay TV, global companies eyeing India as a manufacturing base and mandatory digitization

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

## **REASONS TO BUY**

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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