

The Taiwanese Cable, IP & OTT STB Industry, 2Q 2017

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Abstracts

Shipment volume of cable, IP (Internet Protocol), OTT (Over-The-Top) STB (Set Top Box) in Taiwan reached nearly 20 million units while shipment value stood at US 2.5 billion in 2017. Of three kinds of STBs, OTT STB shipments outperformed or others with 18.4% year-on-year growth in the first quarter, bolstered by the increase in shipments of mid-range and high-end models for brands like Amazon, Roku, and Google, and the increasing demand in the Chinese OTT market. MIC predicts shipment volume of cable, IP, and OTT STB industry in Taiwan will grow over 8% year-on-year in the first half of 2017.

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Research Scope & Definitions

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