

Set-Top Box - Global Market Outlook (2020-2028)

<https://marketpublishers.com/r/S5A0DB2FAF77EN.html>

Date: June 2021

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: S5A0DB2FAF77EN

Abstracts

According to Statistics MRC, the Global Set-Top Box Market is accounted for \$21.31 billion in 2020 and is expected to reach \$32.71 billion by 2028 growing at a CAGR of 5.5% during the forecast period. Growing digitization of television networks, advancements in digital broadcast technologies and government regulations mandating the installation of set-top-boxes are driving the market growth. However, increasing cost of production and end-user consolidation is hampering the growth of the market.

A set-top box (STB) is a device comprising a tuner in it that captures an external source of the signal and throws it to the television set for a great quality picture. A set-top box is essential to continue receiving the signals in the digital format. A set-top box (STB), also colloquially known as a cable box, is an information appliance device that usually contains a TV-tuner input and displays output to a television set and an external source of the signal, converting the source signal into content in a form that can then be displayed on the television screen or other display device. They are utilized in satellite television, cable television and over-the-air television systems as well as other uses.

Based on the type, the over the top (OTT) segment is going to have lucrative growth during the forecast period owing to significant technological advancements in the OTT industry. OTT provides enhanced features, such as reduced time-to-content, simplified payment methods, and accessible time-shifted viewing. By geography, Asia Pacific is going to have high growth during the forecast period due to rising penetration of digital entertainment among the rural and urban populations across the region.

Some of the key players profiled in the Set-Top Box Market include Advanced Digital Broadcast, Aventsecurity, Altech Multimedia (Pty) Ltd. (Altech UEC), Arris International, Coship Electronics, Echostar Corporation, Huawei, Humax, Shenzhen Jiuzhou Electric, KaonMedia, LG CNS, Netgem, Sagemcom, Samsung Electronics and Sky plc.

Types Covered:

Cable

Digital Terrestrial Television (DTT)

Hybrid

Internet Protocol Television (IPTV)

Over the Top (OTT)

Satellite/Direct-to-Home (DTH)

Service Types Covered:

PayTV

Free-to-Air

Services Covered:

Managed Services

Interaction Services

Recordings Covered:

Digital Video Recorder (DVR)

Non-Digital Video Recorder (DVR)

Content Qualities Covered:

Standard-Definition (SD)

High-Definition (HD) & Full High-Definition (HD)

4K & Above/ Ultra-HD and Higher

Applications Covered:

Audio/Video

Cloud Services

Communication

E-Services

Gaming

Media Content

Web Content

End Users Covered:

Commercial

Residential

Sales Channels Covered:

Direct Selling

Retail Outlets

Third-Party Distributors

Online

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025, and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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