

# Set Top Box Technology - Global Market Outlook (2015-2022)

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## Abstracts

According to Statistics MRC, the Set Top Box market is expected to reach \$24.3 billion by 2022. The market for set top box is driven by increasing demand for High Definition (HD) channels, digitization of TV broadcasting, government regulations, technological advancements in television, and increasing demand for higher picture quality. Furthermore, better quality of signal transmission, introduction of pause and play facility, live streaming by internet users, smart phones and tablets are the add ups for the market growth. High initial costs and package costs of pay channels are limiting the market growth.

Due to large-scale implementation, IPTV is expected to witness significant growth in set top box market. High Definition Set-Top Boxes (HD STBs) are expected to dominate the market driven by its high popularity during the forecast period. Cable STBs and IP STBs have promising market during the forecast period. North America and Europe are the matured markets due to early adoption of technology. Asia Pacific is poised to witness rapid growth owing to rapid digitization, increasing adoption in India and China, and favorable government mandates.

The key players of the market include, Huawei Technologies Co., Ltd., Apple Inc., Samsung, Humax Inc., EchoStar Corporation, Skyworth Digital Holding Co. Ltd., Cisco systems Inc., Sagemcom SAS., Netgem, SichuanChanghong Co. Ltd., ARRIS Group, Technicolor, Comcast, Broadcom, Pace and Lenovo.

Set Top Box Market, By Vide

Quality:

High Definition Set-Top Boxes (HD STBs)

Standard Definition Set-Top Boxes (SD STBs)

Set Top Box Market, By Technology:

Satellite Direct-To-Home (DTH)

Direct Terrestrial Transmission

Internet Protocol Television (IPTV)

Set Top Box Market, By Product Type:

Hybrid STBs

Satellite STBs

Cable STBs

IP STBs

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

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 advancement

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