

# India Set Top Box Market, By Type (Cable, Satellite, IPTV), By Region, Competition, Forecast & Opportunities, 2019-2029F

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## Abstracts

The India set top box market is witnessing high demand owing to the increasing government initiatives to provide television access in different regions of the country and the growing demand for high definition channels among individuals is expected to further cater to the market growth of set top box during the forecast period.

### India Set Top Box (STB) Market Scope

A set-top box (STB), also known as a cable box or receiver or historically as a television decoder, is an information appliance that typically has a TV-tuner input and outputs to both an external source of signal and a television set. It does this by converting the external source of signal into content that can be shown on the television screen or another display device. In addition to other applications, they are employed in over-the-air, cable, and satellite television systems.

### India Set Top Box (STB) Market Overview

According to the data provided by Broadcast Audience Research Council (BARC), the television penetration reached up to 210 million households in 2020. Although there is still significant room for growth in India's rural TV penetration due to infrastructure improvements and rising per capita disposable income, this growth is expected to continue alongside the expansion of Pay TV in urban markets. Thus, the Indian set-top box market is expected to grow significantly during the forecast period as a result of the widespread use of television.

### India Set Top Box (STB) Market Drivers

The Indian government has implemented various regulations related to the set-top box market in the country. One of the major regulations is the mandatory switch from analog to digital cable TV, which has led to a surge in demand for set-top boxes. The government has also mandated the use of Conditional Access System (CAS) and Digital Addressable System (DAS) in the STBs to prevent piracy and ensure better quality of service. Moreover, the Telecom Regulatory Authority of India (TRAI) has introduced several regulations to ensure transparency and fair competition in the market. Furthermore, the government has also introduced initiatives such as the Pradhan Mantri Digital India Programme, which aims to promote digital technologies across the country. These initiatives have played a crucial role in driving the growth of the set-top box market in India.

The rise of Direct-to-Home (DTH) services is a major driver of the set-top box market in India. DTH services offer customers a wide range of channels and services, including HD channels and exclusive content, which were previously not available through cable TV. The DTH market in India has grown rapidly over the past decade, with several operators entering the market and offering competitive pricing and packages. The availability of affordable DTH services has made it more accessible to households across different income groups in the country. Moreover, DTH services offer several advantages over traditional cable TV, such as better picture and sound quality, more channels, and the ability to record and pause live TV. This has further increased the demand for set-top boxes that support DTH services.

### India Set Top Box (STB) Market Trends

One of the most recent developments in the set-top box market in India is integration with well-known streaming services. Set-top box manufacturers are now including internet streaming services such as Netflix, Amazon Prime, and Hotstar into their products owing to their growing popularity. Through this connection, consumers can use a single device to access both traditional TV channels and online streaming services. Users enjoy a smoother and more convenient watching experience because it eliminates the need for numerous devices. Users don't need to switch between different devices and can easily switch between TV channels and streaming services.

The advent of 4K and HDR capability is another development in the set-top box market in India. Set-top box manufacturers are now releasing products that handle 4K and HDR content in response to the growing availability of high-definition content. A picture with a 4K resolution is sharper and more detailed since it has four times as many pixels as a

regular HD picture. High Dynamic Range (HDR) improves the picture's color and contrast for a more vibrant and lifelike viewing experience. This trend is particularly important for sports and movie enthusiasts who demand a higher-quality viewing experience. With the introduction of 4K and HDR support, users can now enjoy a more immersive and cinematic experience at home.

## India Set Top Box Market Challenges

The set-top box market in India is subject to technological advancements such as presence of internet protocol TV (IPTV) set top box, presents both challenges and opportunities for manufacturers. However, technological advancements can quickly make current products obsolete, leading to shorter product cycles and increasing need for innovation. Moreover, these advancements offer opportunities for manufacturers to develop new products and services that meet the changing needs and preferences of customers. To keep pace with technological advancements, manufacturers are investing heavily in research and development, with a focus on introducing new products that offer cutting-edge features such as 4K Ultra HD, voice control, and smart home integration. They are also integrating new software and technologies such as Artificial Intelligence (AI), Internet of Things (IoT), and cloud computing, to offer better user experiences and enhance the functionality of their products. However, these technological advancements also bring challenges such as increased production costs, and the requirement for robust supply chain management to ensure timely availability of components and parts. Hence, manufacturers need to strike a balance between innovation and cost-effectiveness to stay competitive in the market.

## Market Opportunities

India set top box market is expected to witness high growth during the coming years a large portion in India is left unserved with television. According to data provided by Broadcast Audience Research Council (BARC), India's set top box industry continues to have a significant potential for growth in the years to come, with an additional 13 million TV households and an opportunity for another 90 million households that do not yet own a TV set.

The growing demand for digital content in India has led to a surge in the adoption of set-top boxes that offer access to online content. This demand is being driven by the rise of over-the-top (OTT) platforms such as Netflix, Amazon Prime Video, and Hotstar, which are gaining popularity among Indian consumers. Moreover, the COVID-19 pandemic has also accelerated the

adoption of digital content in India, with consumers increasingly turning to streaming services for entertainment. To capitalize on this trend, set-top box manufacturers are developing products that offer seamless access to digital content from various platforms. They are also integrating smart features such as voice commands, search functions, and personalized recommendations to enhance the user experience.

## Market Segmentation

The India set top box market is segmented based on type and region. Based on type, the market is further divided into cable, satellite, and IPTV. Moreover, based on region the market is fragmented into north, west, south, east.

## Company Profiles

Dixon Technologies (India) Limited, Laxmi Remote (India) Private Limited, Catvision Limited, Logic Eastern India Pvt. Ltd., CommScope India Private Limited, My Box Technologies PVT Ltd, Flextronics Technologies (India) Private Limited, Technicolor Connected Home India Private Limited, Huawei Telecommunications (India) Company Private Limited, and Skyworth India Electronics Private Limited are some of the major players in the India set top box market.

## Report Scope:

In this report, India Set top box (STB) market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### India Set Top Box (STB) Market, By Type:

Cable

Satellite

IPTV

### India Set Top Box (STB) Market, By Region:

North

West

South

East

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Set Top Box (STB) market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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