
Description: “A set-top box (STB) is a device that is used to convert the video content transmitted from a pay TV operator to a format compatible with an end-user or subscriber TV. STBs may receive the video content from satellite, terrestrial, cable or Internet-based transmission. STBs offer a greater number of channels compared to conventional broadcasting services and further improve the quality of the video content considerably. The introduction of high definition (HD) channels, digitization of TV broadcasting and demand for higher picture quality are resulting in the growth of STB market.

With advancements in technology, STB is increasingly being used to stream digital TV content through the Internet, further enabling a user to surf the Web, stream videos, access various applications, play games, and use allied features, such as OTT services. With advanced coding and compression techniques it has become much easier to decode high-quality videos using comparatively less bandwidth. The introduction of high-efficiency video coding (HEVC) decoders in STBs is expected to boost the demand for the latter in coming years. With the inclusion of further innovations, STBs are being powered by operating systems such as Android and iOS to enhance the user interface and make the TV experience more lively and exciting than before.

This research report provides in-depth analysis of the global STB market based on types, video quality, and geography. In terms of geographical regions, the report segments the global STB market into North America, Europe, Asia Pacific, the Middle East and Africa (MEA), and Latin America, which are analyzed in terms of revenue generation. North America is further segmented into the U.S. and Rest of North America, while Europe is divided into EU7, Commonwealth of Independent States (CIS), and Rest of Europe. Moreover, Asia Pacific is subdivided into Japan, China, South Asia, Australasia, and Rest of Asia Pacific. Also, MEA is further segmented into Gulf Cooperation Council (GCC) countries, North Africa, South Africa, and Rest of MEA, while Latin America is subdivided into Brazil and Rest of Latin America.

The report also segments the STB market based on product type into cable STBs, satellite STBs, IPTV STBs, and Hybrid Broadcast Broadband (HBB) or hybrid STBs. Segmentation based on video quality is into standard definition (SD) and high definition (HD). Furthermore, the report analyzes the factors that drive and restrain the growth of the STB market. The report also discusses the prevailing market trends, prospective growth opportunities, and major strategies increasing the popularity of STB. It also provides the market estimates and forecasts for all the segments in terms of revenue. Also provided is the market share of key players in the global STB market.

Additionally, the report includes competitive profiling of the major players engaged in offering set-top boxes. Major business strategies adopted by them, their market positioning, and various recent developments have also been identified in the research report. The major manufacturers providing set-top boxes profiled in the report include HUMAX Electronics Co., Ltd., Huawei Technologies Co., Ltd., Technicolor SA, ADB (Advanced Digital Broadcast)SA, Apple Inc., Samsung Electronics Co. Ltd., ARRIS Group, Inc., EchoStar Corporation, Kaonmedia Co. Ltd., and Sagemcom SAS.

The global set-top boxes market is segmented as below:
Set-Top Boxes Market
By Type
- Cable Set-Top Boxes
- Satellite Set-Top Boxes
- IPTV SET-Top Boxes
- HBB Set-Top Boxes
By Video Quality
- Standard Definition Set-Top Boxes
- High Definition Set-Top Boxes
By Geography
- North America
- Europe
- Asia Pacific
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