Set Top Box (STB) Market Size, Market Share, Application Analysis, Regional Outlook, Growth Trends, Key Players, Competitive Strategies and Forecasts, 2012 to 2022

Description:
The worldwide set top box market volume was evaluated at 21108 million US dollars in year 2014. The industry is poised to grow during the estimated period due to fast acceptance of smart televisions and growing market penetration of high definition channels among the customers.

Modern set top box equipments have raised the space of storage to facilitate the increased personal recording of video and caching of information transmissions. Technical proliferation and growing demand for high quality sound and images are predicted to stimulate the growth of the global set top box market during the estimated period.

A key player of the industry includes cable service providers, telecommunication firms and digital satellite service providers. Due to growing requirement for larger interactive contents, key infrastructure service providers are making strategic alliances and mergers with content and software providers, thereby facilitating flawless interactive content for customers. A main infrastructure service provider includes IBM, SysMaster, Elitecore, Ericsson and Cisco.

Digitization is predicted to ultimately lead to a greater size of 3D content development for urban customers and regional content for rural customers. It is also predicted to surge the demand for HD and 3D television sets. With the digitization of cable networks, customers are now fitting set top boxes and accessing images & sound of top quality. The television screens are getting bigger and better, thus making the quality of SD not acceptable for a high quality presentation.

These equipments help the customers to access HD quality contents of video on their HD equipped television sets. With evolution of new items like 4K UHD televisions, 3D smart interactive televisions and OLED televisions, the worldwide set top box market is predicted to offer substantial growth avenues for the industry during the forecasting period. Growing demand of smart television sets and technically modernized television sets among the worldwide population is ultimately enhancing the requirement to access the new features of set top boxes.

Set Top Box by Product:

Dealers provide many variants like over the top television, digital terrestrial television, internet protocol television and cable based satellite television. The digital terrestrial television is predicted to remain the leading set top box system in future constituting greater than 25% of the global industry sector in year 2014.

Satellite version receives signals sent by the satellite system and converts it into analog format for screening it on television sets. The broadcast signals are sent to the satellite and customers receive signals through satellite dish. Customers have to subscribe to a specific satellite pay television cable operator to use satellite set top box.

The computational abilities of equipments along with the evolution of quality standards to fulfill the growing customer expectations has led to the expansion of worldwide set top box market all across the globe. With the growth of technology, migration from DOCSIS 3.0 to modern DSL standards, comprising vectoring and G. fast, is predicted to provide enormous business avenues for the growth of the worldwide set top box market.

Set Top Box by Content Quality:

High definition set top box equipments leads the worldwide set top box market. These equipments are predicted to totally substitute the conventional standard definition equipments during the estimated period. High definition equipments were predicted to contribute more than 60% of the total revenue share of the worldwide set top box market during year 2014.
High density transmission equipments offer high resolution video content broadcast along with high quality output of sound. Thus these equipments have become increasingly popular among the television users & viewers in last few years.

Service providers are now launching ultra HD set top box instruments and 3D equipments that are well suited with 4K televisions and 3D televisions and slowly acquiring momentum in the business.

Set Top Box by Region:

The worldwide set top box market is divided into four geographical regions that includes sub continent of North America, European continent, Asia Pacific region and region of the rest of the world.

The set top box market of North America is predicted to observe demand growth for internet protocol television set top boxes due to support for high speed broadband infrastructure as well as the customizable characteristics that if provides for its consumers.

The set top box market of Asia Pacific region is predicted to observe fast growth owing to rising customer acceptance as well as motivating government mandates in this Asia Pacific region. The reduction in costs of television sets is enhancing the total sales of these TV sets. The growth of the set top box market in the Asia Pacific region is mainly driven by surge in total sales of low price cables, satellites and digital terrestrial television set top box equipments. All these factors will contribute to the growth of the industry in the Asia Pacific region during the forecasted period.

Today, consumers are altering their buying behavioral trends towards the television sets. The growth in the smart television sets and interactive digital television sets has ultimately enhanced the accessibility of high definition channels supported by these television sets. Owing to worldwide growth in urbanization, the evolving markets/businesses are displaying key growth and expansion in high definition television sets.

Competitive Landscape:

The key industry players included in the worldwide set top box market are as follows:

- Coship
- HUMAX
- ADB
- Samsung
- Huawei
- Cisco
- Amazon
- Echostar
- Skyworth
- Technicolor

Dealers are slowly focusing on product differentiation as their key strategy for business growth. Producers have also accepted and implemented modern distribution channels like ecommerce vendors as well as other authorized online dealers/ traders like eBay, Amazon and AliExpress apart from certified brick & mortar stores and physical retail stores.
3.1. Set-top Boxes Market Overview
3.2. Market Inclination Insights
3.3. Market Dynamics
3.3.1. Market Drivers
3.3.2. Restraints
3.3.3. Opportunity Matrix
3.4. See-Saw Analysis
3.5. Value Chain Analysis: Set-top Boxes Market
3.6. Market Positioning of Key Set-top Boxes Vendors

4. Global Set-top Boxes Market, By Type, 2014 - 2022, (US$ Mn)
4.1. Comparative Analysis
4.2. Cable TV Set-top Boxes
4.3. Satellite TV Set-top Boxes
4.4. IPTV Set-top Boxes
4.5. Hybrid Set-top Boxes

5. Global Set-top Boxes Market, By Video Resolution, 2014 - 2022, (US$ Mn)
5.1. Comparative Analysis
5.2. Standard Definition (SD)
5.3. High Definition (HD)
5.4. Others (UHD & 8K)

6.1. Overview
6.2. North America Set-top Boxes Market, By Type, 2014 - 2022, (US$ Mn)
6.2.1. Comparative Analysis
6.2.2. Cable TV Set-top Boxes
6.2.3. Satellite TV Set-top Boxes
6.2.4. IPTV Set-top Boxes
6.2.5. Hybrid Set-top Boxes
6.3.1. Comparative Analysis
6.3.2. Standard Definition (SD)
6.3.3. High Definition (HD)
6.3.4. Others (UHD & 8K)
6.4.1. U.S.
6.4.2. Rest of North America

7.1. Overview
7.2. Europe Set-top Boxes Market, By Type, 2014 - 2022, (US$ Mn)
7.2.1. Comparative Analysis
7.2.2. Cable TV Set-top Boxes
7.2.3. Satellite TV Set-top Boxes
7.2.4. IPTV Set-top Boxes
7.2.5. Hybrid Set-top Boxes
7.3. Europe Set-top Boxes Market, By Video Resolution, 2014 - 2022, (US$ Mn)
7.3.1. Comparative Analysis
7.3.2. Standard Definition (SD)
7.3.3. High Definition (HD)
7.3.4. Others (UHD & 8K)
7.4. Europe Set-top Boxes Market, By Region 2014 - 2022 (US$ Mn)
7.4.1. EU7 (U.K., France Germany, Spain, Italy, Netherlands, Belgium)
7.4.2. CIS
7.4.3. Rest of Europe

8.1. Overview
8.2. Asia Pacific Set-top Boxes Market, By Type, 2014 - 2022, (US$ Mn)
8.2.1. Comparative Analysis
8.2.2. Cable TV Set-top Boxes
8.2.3. Satellite TV Set-top Boxes
8.2.4. IPTV Set-top Boxes
8.2.5. Hybrid Set-top Boxes
8.3. Asia Pacific Set-top Boxes Market, By Video Resolution, 2014 - 2022, (US$ Mn)
8.3.1. Comparative Analysis
8.3.2. Standard Definition (SD)
8.3.3. High Definition (HD)
8.3.4. Others (UHD & 8K)
8.4. Asia Pacific Set-top Boxes Market, By Country 2014 - 2022 (US$ Mn)
8.4.1. China
8.4.2. Japan
8.4.3. South Asia
8.4.4. Australasia
8.4.5. Rest of Asia Pacific

9.1. Overview
9.2. Middle East & Africa Set-top Boxes Market, By Type, 2014 - 2022, (US$ Mn)
9.2.1. Comparative Analysis
9.2.2. Cable TV Set-top Boxes
9.2.3. Satellite TV Set-top Boxes
9.2.4. IPTV Set-top Boxes
9.2.5. Hybrid Set-top Boxes
9.3. Middle East & Africa Set-top Boxes Market, By Video Resolution, 2014 - 2022, (US$ Mn)
9.3.1. Comparative Analysis
9.3.2. Standard Definition (SD)
9.3.3. High Definition (HD)
9.3.4. Others (UHD & 8K)
9.4. Middle East & Africa Set-top Boxes Market, By Region 2014 - 2022 (US$ Mn)
9.4.1. GCC countries
9.4.2. North Africa
9.4.3. Southern Africa
9.4.4. Rest of MEA

10.1. Overview
10.2. Latin America Set-top Boxes Market, By Type, 2014 - 2022, (US$ Mn)
10.2.1. Comparative Analysis
10.2.2. Cable TV Set-top Boxes
10.2.3. Satellite TV Set-top Boxes
10.2.4. IPTV Set-top Boxes
10.2.5. Hybrid Set-top Boxes
10.3. Latin America Set-top Boxes Market, By Video Resolution, 2014 - 2022, (US$ Mn)
10.3.1. Comparative Analysis
10.3.2. Standard Definition (SD)
10.3.3. High Definition (HD)
10.3.4. Others (UHD & 8K)
10.4. Latin America Set-top Boxes Market, By Region 2014 - 2022 (US$ Mn)
10.4.1. Brazil
10.4.2. Mexico
10.4.3. Rest of Latin America

11. Profiles
11.2. ARRIS Group, Inc.
11.3. Huawei Technologies Co., Ltd.
11.4. HUMAX Co., Ltd.
11.5. Technicolor SA
11.6. Apple, Inc.
11.7. ADB SA
11.8. EchoStar Corporation
11.9. Sagemcom SAS
11.10. Kaonmedia Co., Ltd.
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