Set Top Box Market Analysis: By Type (Cable, Satellite, Internet Protocol, Digital Terrestrial Television, Over the Top and Others); By Content (High Definition, Standard Definition and Others) - With Forecast (2016-2021)

Description:
A set top box is a device that enables a television to display cable or satellite broadcasts. It has the ability to receive and decode digitally broadcast content. Viewing digital content provides consumers with a superior viewing experience with enhanced sound and picture quality. In today's world, almost every channel has a high definition version as well and when switching between the standard definition and high definition channels one can be clearly notice the stark difference in picture quality.

A major driver for the set top box market is digitalization of television technology. The advent of smart televisions along with high definition content has only furthered the growth of the set top box market. The demand for high quality content viewing at home is another factor aiding in the growth of this market. Set top boxes with the functionality of recording programs and storing them are increasing in popularity. Consumers have the option of selecting the programs that they want and have them recorded automatically as and when they are aired. Another benefit is that viewers can select a specific set of channels to be viewed and need to pay only for those channels. This gives the viewers a lot of choice.

Initial costs pose to be a challenge for this market, but its impact is expected to decrease towards the end of the forecast period. This market is expected to reach $23 billion by 2021.

The Set Top Box market can be segmented on the basis of type Cable, Satellite, Internet Protocol, Digital Terrestrial Television, Over the Top and Others. In terms of content, the Set Top Box market has been segmented across the following High Definition, Standard Definition and Others.

The global set top box market is presently dominated by the Asia Pacific region. Government regulations mandating the use of set top boxes have fuelled the growth of the the market in this region. Apart from this, abundance of cheap labour coupled with the presence of major manufacturers in this region have given Asia Pacific a significant edge over the other regions. The market has been segmented based on the following geographies North America, South America, APAC, Europe, Middle East and Africa.

Google has recently expressed interest in entering the set top box market and this clearly indicates that things are getting intereting in the set top box ecosystem. Following are just a few of the companies that are operating in the set top box market:
Samsung
Amazon
Huawei
Technicolor
Skyworth

Contents:
1. Set Top Box - Market Overview
2. Executive Summary
3. Set Top Box - Market Landscape
   3.1. Market Share Analysis
   3.2. Comparative Analysis
   3.2.1. Product Benchmarking
   3.2.2. End User Profiling
   3.2.3. Top 5 Financials Analysis
4. Set Top Box - Market Forces
   4.1. Market Drivers
   4.2. Market Constraints
   4.3. Market Challenges
   4.4. Attractiveness of the Set Top Box Market
      4.4.1. Power of Suppliers
      4.4.2. Power of Customers
4.4.3. Threat of New Entrants
4.4.4. Threat of Substitution
4.4.5. Degree of Competition
5. Set Top Box Market - Strategic Analysis
5.1. Value Chain Analysis
5.2. Pricing Analysis
5.3. Opportunities Analysis
5.4. Product/Market Life Cycle Analysis
5.5. Suppliers and Distributors
6. Set Top Box Market - By Type:
6.1. Cable
6.2. Internet Protocol
6.3. Satellite
6.4. Digital Terrestrial Television
6.5. Over the top devices
6.6. Others
7. Set Top Box Market - By Content:
7.1. High Definition
7.2. Standard Definition
7.3. Others
8. Set Top Box Market - By Geography:
8.1. Introduction
8.2. Global Study
8.3. Americas
8.3.1. North America
8.3.2. Brazil
8.3.3. Argentina
8.3.4. Others
8.4. Europe
8.4.1. U.K.
8.4.2. France
8.4.3. Germany
8.4.4. Others
8.5. APAC
8.5.1. China
8.5.2. Japan
8.5.3. India
8.5.4. Others
8.6. ROW
9. Market Entropy
9.1. New Product Launches
9.2. M&As, Collaborations, JVs and Partnerships
10. Company Profiles
10.1. Broadcom
10.2. Cisco Systems Inc.
10.3. Huawei Technologies
10.4. Technicolor
10.5. SmartLabs
10.6. ZTE
10.7. TiVo
10.8. Setabox Technology
10.9. EchoStar
10.10. Alpha Networks
10.11. Homecast
10.12. Samsung
10.13. Amazon
10.14. Skyworth
10.15. Aastra Technologies
*More than 40 Companies are profiled in this Research Report, Complete List available on Request*
**Financials would be provided on a best efforts basis for private companies**
11. Appendix
11.1. Abbreviations
11.2. Sources
11.3. Research Methodology
11.4. Bibliography
11.5. Compilation of Expert Insights
11.6. Disclaimer

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3820959/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Set Top Box Market Analysis: By Type (Cable, Satellite, Internet Protocol, Digital Terrestrial Television, Over the Top and Others); By Content (High Definition, Standard Definition and Others) - With Forecast (2016-2021)
Web Address: http://www.researchandmarkets.com/reports/3820959/
Office Code: SCH3BK4L

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td>USD 5250</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 6250</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 8450</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card:
   You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check:
   Please post the check, accompanied by this form, to:
   Research and Markets,
   Guinness Center,
   Taylors Lane,
   Dublin 8,
   Ireland.

☐ Pay by wire transfer:
   Please transfer funds to:
   
   Account number 833 130 83
   Sort code 98-53-30
   Swift code ULSBIE2D
   IBAN number IE78ULSB98533083313083
   Bank Address Ulster Bank,
   27-35 Main Street,
   Blackrock,
   Co. Dublin,
   Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World