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 to 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

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