

# The 2016 Report on Set Top Box World Market Segmentation and Major Players Analysis 2022

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–“The 2016 Report on [Set Top Box](#) World Market Segmentation and Major Players Analysis 2022”.

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The Set Top Box market is expected to reach \$24.3 billion by 2022. The market for set top box is driven by increasing demand for High Definition (HD) channels, digitization of TV broadcasting, government regulations, technological advancements in television, and increasing demand for higher picture quality. Furthermore, better quality of signal

transmission, introduction of pause and play facility, live streaming by internet users, smart phones and tablets are the add ups for the market growth. High initial costs and package costs of pay channels are limiting the market growth.

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Due to large-scale implementation, IPTV is expected to witness significant growth in set top box market. High Definition Set-Top Boxes (HD STBs) are expected to dominate the market driven by its high popularity during the forecast period. Cable STBs and IP STBs have promising market during the forecast period. North America and Europe are the matured markets due to early adoption of technology. Asia Pacific is poised to witness rapid growth owing to rapid digitization, increasing adoption in India and China, and favorable government mandates.



The key players of the market include, Huawei Technologies Co., Ltd., Apple Inc., Samsung, Humax Inc., EchoStar Corporation, Skyworth Digital Holding Co. Ltd., Cisco systems Inc., Sagemcom SAS., Netgem, SichuanChanghong Co. Ltd., ARRIS Group, Technicolor, Comcast, Broadcom, Pace and Lenovo.

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Set Top Box Market, By Video Quality:

- High Definition Set-Top Boxes (HD STBs)
- Standard Definition Set-Top Boxes (SD STBs)

Set Top Box Market, By Technology:

- Satellite Direct-To-Home (DTH)
- Direct Terrestrial Transmission
- Internet Protocol Television (IPTV)

Set Top Box Market, By Product Type:

- Hybrid STBs
- Satellite STBs
- Cable STBs
- IP STBs

Regions Covered:

- North America
  - o US
  - o Canada
  - o Mexico
- Europe
  - o Germany
  - o France
  - o Italy
  - o UK
  - o Spain
  - o Rest of Europe
- Asia Pacific
  - o Japan
  - o China
  - o India
  - o Australia
  - o New Zealand
  - o Rest of Asia Pacific

- Rest of the World
  - o Middle East
  - o Brazil
  - o Argentina
  - o South Africa
  - o Egypt

What our report offers:

- Market share assessments for the regional and country level segments
- Market share analysis of the top industry players
- Strategic recommendations for the new entrants
- Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancement

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