

Set-Top Box Intelligence Service

Part of the Media Delivery Service Area Package

Global, in-depth coverage of the set-top box (STB) market, spanning 80+ countries and examining market size, share and technology developments in OTT, IPTV, cable, satellite and terrestrial networks.

“ Set-top boxes continue to be a critical element of video delivery long past TV digitization. They are now central to content aggregation strategies of the video service providers and technology giants battling to own the audience ”

Daniel Simmons

Research Director, Media Delivery

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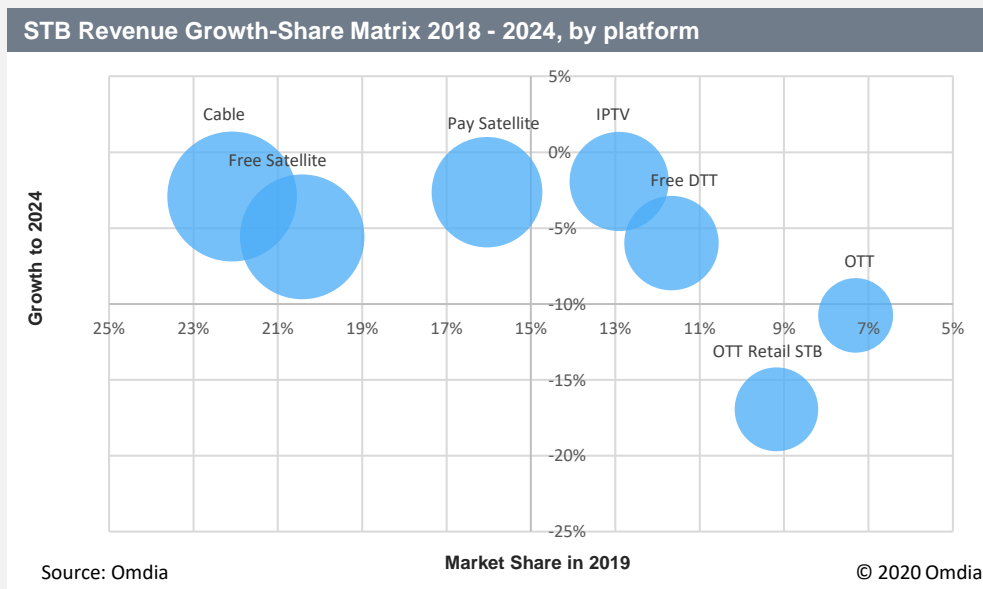
STB Revenue Growth-Share Matrix 2018-2024, by platform

HOW OMDIA HELPS YOU

- Size the markets for a pay TV STBs, Free TV STBs and Streaming Media Devices
- Understand the latest strategies for pay TV operators deploying STBs
- Analyze adoption rates for the latest set-top box technologies
- Benchmark competitors' product strategies and performance

KEY QUESTIONS ADDRESSED

- What are the size, share, and forecasts for the pay TV, Free TV and Stream Media STB markets?
- How quickly is the market transitioning to 4K/UHD and what is the impact of online streaming?
- Which vendors are services providers partnering with for set-top boxes?
- Which vendors are leading each technology segment?
- How are technology giants such as Amazon, Apple and Google positioned in this space?



Set-Top Box: Meet the Analysts



Daniel Simmons
Research Director,
Media Delivery



Taimur Zafar
Analyst,
Streaming Media
Devices &
Consumer Wi-Fi



Tara Patel
Analyst,
Set-Top Boxes

Set-Top Box: Deliverables



MARKET TRACKERS

—Quarterly—

- Pay TV Set-Top Boxes

—Biannual—

- *Streaming Media Devices*

*(trends reports
accompany trackers)*



DATABASE

—Annual—

- Free TV Set-Top Boxes
- Vendor Deals



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on product launches and market news.



ANALYST ACCESS

—Ongoing—

Direct access to our analysts to discuss the latest market trends, clarify any data, and answer questions.

Set-Top Box: Market Data

Pay TV STB Market Tracker - Quarterly

Pay TV Set-top box market tracker report and database which quantifies the market for pay TV set-top boxes in 80+ countries across the Americas, Asia Pacific, and Europe, Middle East & Africa.

DETAILS

Frequency: Quarterly

Measures

- Shipments
- Revenues
- Market share

Regions

- World
- North America
- South & Central America
- Europe, Middle East & Africa
- Asia Pacific
- 80+ countries
- Forecast by operator

COVERAGE

Technologies covered

- UHD/4K
- HD
- OTT
- Android TV
- RDK
- DVR
- MHGs
- Wi-Fi

Market segments

- OTT
- IPTV
- Cable
- Satellite
- Terrestrial

Segmentation

- Platform
- STB Type
- Resolution
- Compression
- Modulation
- OS/software
- Content security
- Wi-Fi

Streaming Media Device Market Tracker – Biannual

Streaming Media Device Market Tracker report and database focuses on retail internet-connected set-top boxes that are used by consumers to view internet-streamed video on television sets.

DETAILS

Frequency: Annual

Measures

- Shipments
- Revenues
- Market share

Regions

- World
- North America
- South & Central America
- Europe, Middle East & Africa
- Asia Pacific

COVERAGE

Technologies covered

- Apple TV
- Chromecast
- Fire TV
- Roku
- UHD/4K
- OTT

Market segments

- Streaming Media Devices

Segmentation

- Device type
- Resolution
- Vendor

Set-Top Box: Market Data

Free TV STB Market Database - Annual

Free TV set-top box database which quantifies the market for free satellite and DTT set-top boxes in 80+ countries across the Americas, Asia Pacific, and Europe, Middle East & Africa - included in Pay TV STB Market Tracker Database.

DETAILS

Frequency: Annual

Measures

- Shipments
- Revenues

Regions

- World
- North America
- South & Central America
- Europe, Middle East & Africa
- Asia Pacific
- 80+ countries

COVERAGE

Technologies covered

- UHD/4K
- HD
- DVR

Market segments

- Satellite
- Terrestrial

Segmentation

- Platform
- STB Type
- Resolution
- Compression
- Modulation

STB Vendor Deals Database – Quarterly

The STB vendor deals data base which vendors are working with which pay TV operators by platform and by box type.

DETAILS

Frequency: Annual

Measures

- Deals

Regions

- World
- North America
- South & Central America
- Europe, Middle East & Africa
- Asia Pacific
- 80+ countries
- By operator

COVERAGE

Technologies covered

- UHD/4K
- HD
- OTT
- DVR
- MHGs

Market segments

- OTT
- IPTV
- Cable
- Satellite
- Terrestrial

Segmentation

- Device type
- platform
- Resolution
- Vendor

Set-Top Box: Country Coverage

North America

Canada
USA

South & Central America

Argentina
Brazil
Chile
Colombia
Ecuador
Mexico
Peru
Uruguay
Venezuela

Asia Pacific

Australia
China
Hong Kong
India
Indonesia
Japan
New Zealand
Pakistan
Philippines
Singapore
South Korea
Taiwan

Western Europe

Austria
Belgium Denmark
Finland
France
Germany
Greece
Ireland
Italy
Luxemburg
Netherlands
Norway
Portugal
Spain
Sweden

Central & Eastern Europe

Armenia
Belarus
Bulgaria
Croatia
Czech Republic
Estonia
Georgia
Hungary
Latvia
Lithuania
Macedonia
Moldova
Montenegro
Poland
Romania

Africa & Middle East

Algeria
Egypt
Israel
Kenya
Lebanon
Morocco
Nigeria
Saudi Arabia
South Africa
Tunisia
UAE
Uganda

Related Content: Media Delivery Service Area Coverage



Service Area Package: **Media Delivery**

Set-Top Box Intelligence Service

Home Networks Intelligence Service

Video Technology Intelligence Service

About Omdia's Media Delivery Research

Omdia's Media Delivery research provides timely and actionable insight for businesses looking to understand this increasingly complex market. The market is segmented into STBs, Home Networking and Video Technology, and each is examined in detail using qualitative and quantitative research and analysis.

Omdia's Media Delivery research is created and maintained by experts in the media delivery field, but analysis also builds upon data and expertise from the larger Omdia team, including within media & entertainment, cybersecurity, enterprise IT, IoT, components & devices, service provider technologies, and smart home.

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.