

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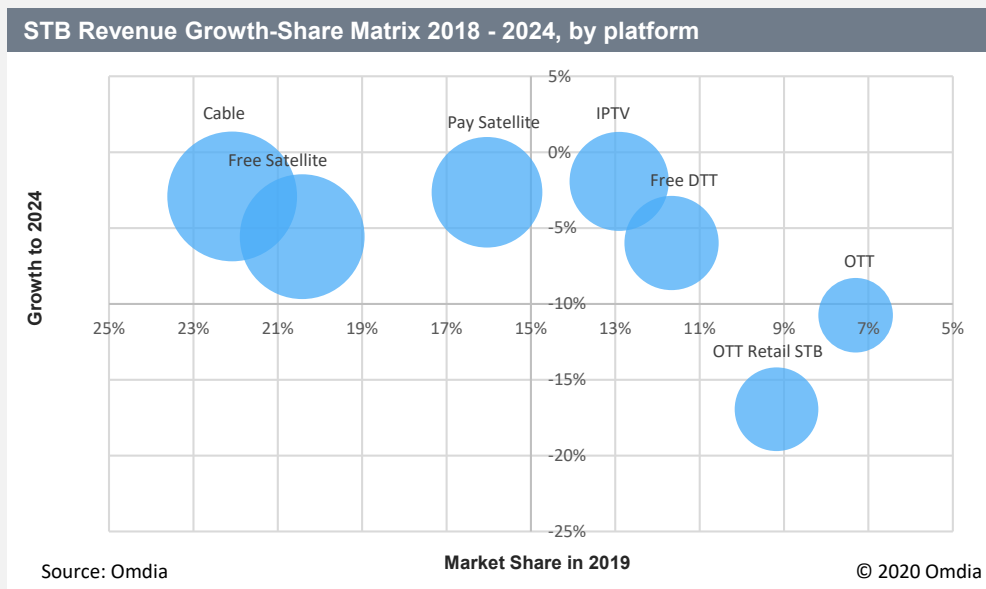
## STB Revenue Growth-Share Matrix 2018-2024, by platform

### 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



**Sam McLaughlin**  
Senior 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 - Quarterly

Free TV set-top box market tracker and 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:** Quarterly

**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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Customer Success  
Manager



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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.