

Set-Top Box & Streaming Media Devices Intelligence Service

Unparalleled coverage of the global set-top box and streaming media devices market, including OTT, IPTV, cable, satellite and terrestrial platforms.

Key Questions Answered

- What are the size, share, and forecasts for pay TV, free TV and streaming media STB markets?
- How is the transition to 4K/UHD shaping the industry, and what role does online streaming play?
- Which vendors are partnering with service providers for set-top boxes?
- Who leads in each technology segment, and how are tech giants like Amazon, Apple, and Google positioned?
- What are the key adoption trends for advanced STB technologies?

What We Offer

- Comprehensive market sizing of pay TV STBs, Free TV STBs and Streaming Media Devices by revenue, shipments and market share
- In-depth analysis of technology adoption trends, covering UHD, OTT and advanced STB features to inform strategic planning
- Competitor benchmarking to evaluate and compare product strategies and performance across key vendors
- GTM strategies for pay TV operators deploying advanced STBs

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.



Charlotte Williams

*Research Analyst,
Video Tech*

SPEAK WITH OUR EXPERTS

Driving innovation in set-top box and streaming media markets

Key Deliverables



Market Tracker

Quarterly updates on pay TV STB, plus biannual insights into streaming media devices, covering emerging trends and vendor performance.



Tracker Analysis

Each update of the market tracker will be followed by a report summarizing key findings.



High-Quality Reports

Reports throughout the year examining topics like manufacturer and platform share, competitive landscape and trends to watch.



Analyst Access

Engage directly with Omdia's experts to clarify data, discuss emerging trends and receive tailored guidance to drive the evolving STB and streaming media landscape.

Scope of Work

Pay TV STB Market

Comprehensive tracking across OTT, IPTV, cable, satellite and terrestrial segments - with regional data on shipments, UHD/4K adoption, detailed forecasts and a cost modelling report.

Free TV STBs

Annual database tracking free satellite and terrestrial STBs, segmented by resolution, technology and regional trends.

Streaming Media Devices

Extensive analysis of internet-connected devices like - Apple TV, Roku, Fire TV and Chromecast with global coverage of shipments, revenues and technology adoption trends.

Emerging Technologies

Breakdown of advanced STB features, including Android TV, RDK and Wi-Fi integration, alongside UHD/4K market penetration trends.

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