

Asia Pacific Set Top Box Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Product (Cable, Satellite, IPTV, and Others) and Content Quality [Standard Definition (SD), High-Definition (HD), and 4K]

Market Report | 2022-10-06 | 128 pages | The Insight Partners

AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The set-top box market in Asia Pacific is expected to grow from US\$ 8,293.47 million in 2022 to US\$ 10,826.87 million by 2028. It is estimated to grow at a CAGR of 4.5% from 2022 to 2028.

Satellite TVs are among the most significant applications of set-top boxes. The implementation of a show-recording facility that allows viewers to record their shows in real-time and view them later, depending on their convenience, is one of the key developments in satellite TVs. India is a major market for set-top boxes.

In addition to a booming direct-to-home satellite market, the country is approaching completing its cable TV system digitization goal. By the quarter ending in September 2019, the country had around 69.30 million subscribers of satellite cable connections. Moreover, according to the Telecom Regulatory Authority of India (TRAI), the highest subscriber base was registered in 2019; in March 2019, the country registered 72.44 million active subscribers.

Further, the high demand for high-definition (HD) picture quality is also influencing the growth of the set-top box market across the region. HD set-top boxes are equipped with HD and standard (SD) channels. In March 2018, Dish TV India Limited announced the completion of its merger with Videocon D2h Limited. With this merger, they formed one of India's largest listed media companies, with a vow to reduce set-top box procurement costs. Most STBs continue to provide HD content as their middle-of-the-market offering, with the higher-end STBs shifting toward 4K and 8K programming while the lower-end STBs mainly offer SD. HD streaming is often available with SD in STB subscriptions, although at a higher cost.

Over a broad region, satellite technology continues to be crucial in delivering video information to end viewers. The 2022 Micro

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LED, Neo QLED, and Lifestyle TVs were unveiled by Samsung Electronics in 2022. Samsung's 2022 Smart TVs include a new Smart Hub that prioritizes content curation and discovery regarding users' viewing preferences. Thus, the launch of smart TVs and HD channels has led to a rise in digital TV watching, which, in turn, would reflect on the growth of the set-top box market in the coming years.

Asia Pacific Set Top Box Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Set Top Box Market Segmentation

The Asia Pacific set-top box market is segmented by product, content quality, and country. Based on product, the market is segmented into cable, satellite, IPTV, and others. The cable segment dominated the market in 2022. Based on content quality, the market is segmented into Standard Definition (SD), High-Definition (HD), and 4K. The High-Definition (HD) segment dominated the market in 2022. Based on country, the market is segmented into China, Japan, South Korea, India, Australia, and the Rest of Asia Pacific. Further, China dominated the market in 2022.

A few key players dominating the Asia Pacific set-top box market are Advanced Digital Broadcast; Altech UEC; Commscope Inc.; Huawei Technologies Co., Ltd.; Humax Holdings; Kaonmedia Co., Ltd.; Sagemcom; Shenzhen Cozhou Electronics Co., Ltd (Coship); Skyworth Group Co., Ltd.; Technicolor SA; and Zinwell Corporation.

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