

North America 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 | 2022-10-07 | 117 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 North America is expected to grow from US\$ 4,667.97 million in 2022 to US\$ 5,242.89 million by 2028. It is estimated to grow at a CAGR of 2.0% from 2022 to 2028.

Technological advancements have introduced a wide variety of STBs exhibiting different characteristics. This has eventually led to fierce rivalry among the set-top box providers. Digital video capture is one of the most desired functionalities of set-top boxes as it allows audiences to record their favorite shows and watch them later at their convenience.

A standalone set-top box that allows viewers to transmit and record TV programs is an over-the-air digital video recorder (DVR) system. Apart from DVRs, subscription-based TV service providers also sell STBs to consumers. DISH, a US-based television provider, has integrated artificial intelligence (AI) in its new set-top boxes to enable recording facilities. Companies are integrating features such as voice command with the help of technologies such as natural language processing (NLP) to simplify searching channels and shows. Interactive features such as video-on-demand and electronic program guides are also increasingly being incorporated in satellite STB units.

In addition to basic features, the set-top box units include various interactive and multimedia facilities directly via a consumer television device, such as internet browsing, email, and instant messaging. The DVR feature is also included in cable and satellite set-top boxes, enabling viewers to enjoy the content at their convenience. MPEG-4.10 (H.264) and SMPTE 421 M (VC-1) allow more content sources and decrease the risk of early product obsolescence. Thus, the abovementioned technological advancements are contributing to the market's growth. All STB tiers are becoming more advanced, enabling more and better use cases and experiences and enabling the end user to utilize their STB devices more than before. For instance, the STB devices' integration of

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super-resolution. When upconverting video sources from lower resolution to 4K, super-resolution employs a combination of AI and conventional video processing techniques to produce a high-quality picture. This may even reach 8K for the most expensive set-top boxes. The set-top box market is predicted to be driven by this assessment of the STB devices' quality during the forecast period.

North America Set Top Box Market Revenue and Forecast to 2028 (US\$ Million)

North America Set Top Box Market Segmentation

The North America 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 the US, Canada, and Mexico. Further, the US dominated the market in 2022.

A few key players dominating the North America 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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