

South America Set Top Box Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Product (Cable, Satellite,

Market Report | 2022-10-10 | 120 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 South America is expected to grow from US\$ 1,040.67 million in 2022 to US\$ 1,304.89 million by 2028. It is estimated to grow at a CAGR of 3.8% from 2022 to 2028.

The market's growth is mainly due to the growing need for next-generation STBs, which are integrated with internet-based services, television broadcasting, and video on demand (VoD) which also allows sharing on other devices, such as multi-room television networks and portable media players.

In the modern age, the media and entertainment sectors are undergoing a paradigm change, largely due to the emergence of various technologies and the convergence of digital technologies. With fresh features and content protection schemes, set-top box architectures are becoming more sophisticated. From offering separate cable and satellite boxes to hybrid boxes integrated with IP-based OTT services, the set-top box marketplace is undergoing a technological transition.

Furthermore, growing awareness regarding internet-based set-top boxes, such as Internet Protocol Television (IPTV) and OTT, has boosted product demand, more prominently in developing economies, wherein the number of tech-savvy people is increasing rapidly. As a result, conventional manufacturers of cable networks are focusing on the sales of specialized hybrid set-top boxes to their customers. Due to rising internet penetration and shifting regional content consumption habits, OTT and IPTV are gaining popularity. Integrating set-top boxes with OTT platforms to offer hybrid systems is a significant trend in the set-top box market.

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

South America Set Top Box Market Segmentation

The South America set-top box market is segmented by product, content quality, and country. Based on product, the market is

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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 Brazil, Argentina, and the rest of South America. Further, Brazil dominated the market in 2022.

A few of the key players dominating the South 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.

Table of Contents:

TABLE OF CONTENTS

1. Introduction
 - 1.1 Study Scope
 - 1.2 The Insight Partners Research Report Guidance
 - 1.3 Market Segmentation
2. Key Takeaways
3. Research Methodology
 - 3.1 Coverage
 - 3.2 Secondary Research
 - 3.3 Primary Research
4. SAM Set Top Box Market Landscape
 - 4.1 Market Overview
 - 4.2 PEST Analysis
 - 4.2.1 SAM
 - 4.3 Ecosystem Analysis
 - 4.4 Expert Opinions
5. SAM Set Top Box Market - Key Market Dynamics
 - 5.1 Market Drivers
 - 5.1.1 Technological Transformations in Set-Top Box
 - 5.1.2 Stringent Government Initiatives for Mandating Digitalization of Cable TV
 - 5.2 Market Restraints
 - 5.2.1 Escalating Demand for OTT Platforms
 - 5.3 Market Opportunities
 - 5.3.1 Increasing Penetration of HD Channels and Growing Adoption of Satellite Cable and Smart TVs
 - 5.4 Future Trends
 - 5.4.1 Integration of OTT Platforms with Set-Top Box
 - 5.5 Impact Analysis of Drivers and Restraints
6. Set Top Box Market - SAM Analysis
 - 6.1 SAM Set Top Box Market Overview
 - 6.2 SAM Set Top Box Market Revenue Forecast and Analysis
7. SAM Set Top Box Market - By Product
 - 7.1 Overview
 - 7.2 SAM Set Top Box Market Breakdown, By Product, 2021 & 2028 (%)
 - 7.3 Cable
 - 7.3.1 Overview
 - 7.3.2 Cable Market Forecast and Analysis

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.4 Satellite
 - 7.4.1 Overview
 - 7.4.2 Satellite Market Forecast and Analysis
- 7.5 IPTV
 - 7.5.1 Overview
 - 7.5.2 IPTV Market Forecast and Analysis
- 7.6 Others
 - 7.6.1 Overview
 - 7.6.2 Others Market Forecast and Analysis
- 8. SAM Set Top Box Market - By Content Quality
 - 8.1 Overview
 - 8.2 SAM Set Top Box Market Breakdown, By Content Quality, 2021 & 2028 (%)
 - 8.3 Standard Definition (SD)
 - 8.3.1 Overview
 - 8.3.2 Standard Definition (SD) Market Forecast and Analysis
 - 8.4 High-Definition (HD)
 - 8.4.1 Overview
 - 8.4.2 High-Definition (HD) Market Forecast and Analysis
 - 8.5 4K
 - 8.5.1 Overview
 - 8.5.2 4K Market Forecast and Analysis
- 9. SAM Set Top Box Market - Country Analysis
 - 9.1 Overview
 - 9.1.1 SAM: Set Top Box Market, By Country
 - 9.1.1.1 Brazil: Set Top Box Market - Revenue and Forecast to 2028 (US\$ Million)
 - 9.1.1.1.1 Brazil: Set Top Box Market, By Product
 - 9.1.1.1.2 Brazil: Set Top Box Market, By Content Quality
 - 9.1.1.2 Argentina: Set Top Box Market - Revenue and Forecast to 2028 (US\$ Million)
 - 9.1.1.2.1 Argentina: Set Top Box Market, By Product
 - 9.1.1.2.2 Argentina: Set Top Box Market, By Content Quality
 - 9.1.1.3 Rest of SAM: Set Top Box Market - Revenue and Forecast to 2028 (US\$ Million)
 - 9.1.1.3.1 Rest of SAM: Set Top Box Market, By Product
 - 9.1.1.3.2 Rest of SAM: Set Top Box Market, By Content Quality
- 10. Industry Landscape
 - 10.1 Overview
 - 10.2 Market Initiative
 - 10.3 Mergers and Acquisition
 - 10.4 New Product Development
- 11. Company Profiles
 - 11.1 Advanced Digital Broadcast
 - 11.1.1 Key Facts
 - 11.1.2 Business Description
 - 11.1.3 Products and Services
 - 11.1.4 Financial Overview
 - 11.1.5 SWOT Analysis
 - 11.1.6 Key Developments
 - 11.2 CommScope Inc.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 11.2.1 Key Facts
- 11.2.2 Business Description
- 11.2.3 Products and Services
- 11.2.4 Financial Overview
- 11.2.5 SWOT Analysis
- 11.2.6 Key Developments
- 11.3 Shenzhen Cozhou Electronics Co., Ltd. (Coship)
 - 11.3.1 Key Facts
 - 11.3.2 Business Description
 - 11.3.3 Products and Services
 - 11.3.4 Financial Overview
 - 11.3.5 SWOT Analysis
 - 11.3.6 Key Developments
- 11.4 Huawei Technologies Co., Ltd.
 - 11.4.1 Key Facts
 - 11.4.2 Business Description
 - 11.4.3 Products and Services
 - 11.4.4 Financial Overview
 - 11.4.5 SWOT Analysis
 - 11.4.6 Key Developments
- 11.5 Humax Holdings
 - 11.5.1 Key Facts
 - 11.5.2 Business Description
 - 11.5.3 Products and Services
 - 11.5.4 SWOT Analysis
 - 11.5.5 Key Developments
- 11.6 Kaonmedia Co., Ltd.
 - 11.6.1 Key Facts
 - 11.6.2 Business Description
 - 11.6.3 Products and Services
 - 11.6.4 Financial Overview
 - 11.6.5 SWOT Analysis
 - 11.6.6 Key Developments
- 11.7 Sagemcom
 - 11.7.1 Key Facts
 - 11.7.2 Business Description
 - 11.7.3 Products and Services
 - 11.7.4 Financial Overview
 - 11.7.5 SWOT Analysis
 - 11.7.6 Key Developments
- 11.8 Skyworth Group Co., Ltd.
 - 11.8.1 Key Facts
 - 11.8.2 Business Description
 - 11.8.3 Products and Services
 - 11.8.4 Financial Overview
 - 11.8.5 SWOT Analysis
 - 11.8.6 Key Developments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 11.9 Zinwell Corporation
 - 11.9.1 Key Facts
 - 11.9.2 Business Description
 - 11.9.3 Products and Services
 - 11.9.4 Financial Overview
 - 11.9.5 SWOT Analysis
 - 11.9.6 Key Developments
- 11.10 Altech UEC
 - 11.10.1 Key Facts
 - 11.10.2 Business Description
 - 11.10.3 Products and Services
 - 11.10.4 Financial Overview
 - 11.10.5 SWOT Analysis
- 11.11 Technicolor SA
 - 11.11.1 Key Facts
 - 11.11.2 Business Description
 - 11.11.3 Products and Services
 - 11.11.4
 - 11.11.5 Financial Overview
 - 11.11.6 SWOT Analysis
 - 11.11.7 Key Developments
- 12. Appendix
 - 12.1 About The Insight Partners
 - 12.2 Word Index

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

South America Set Top Box Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Product (Cable, Satellite,

Market Report | 2022-10-10 | 120 pages | The Insight Partners

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$3000.00
	Site Price	\$4000.00
	Enterprise Price	\$5000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-09"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

