

Set-Top Box Market Tracker

Economic Woes Unsettle Set-Top Box Market

By Jordan Selburn, Principal Analyst

Forecast

Frequency, Time Period

- 5-year annual

Measures

- Set-top Box
 - Unit shipments
 - Revenue
 - Market share
- Semiconductor revenue

Regions, Markets

- Worldwide
- Regional (Americas, EMEA, Japan, Asia-Pacific)

Detail Level

- By video definition (HD vs. SD)
- PVR functionality

Technologies Covered

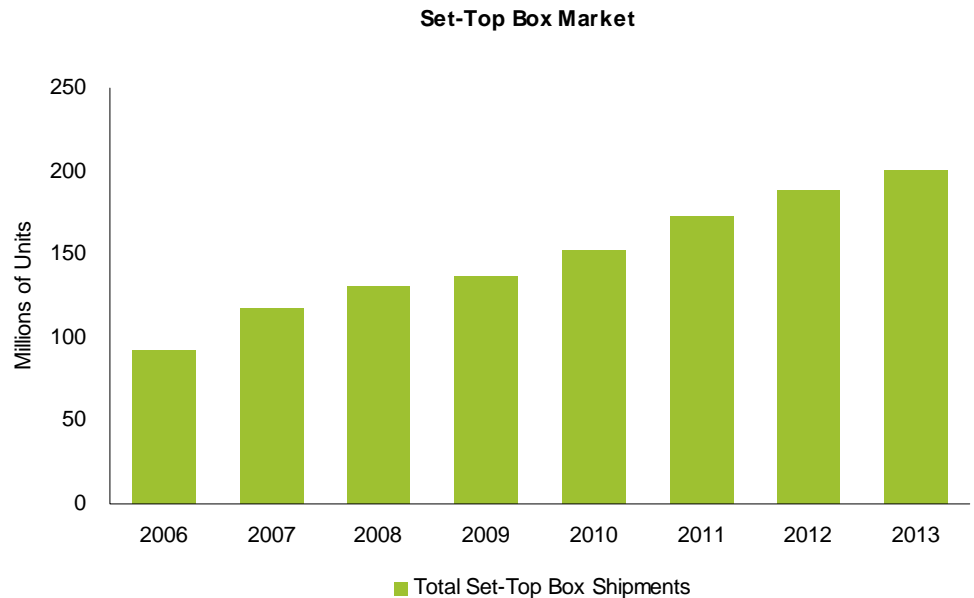
- High and standard definition
- PVR functionality
- Cable/satellite/terrestrial/IPTV split

Applications/Products Covered

- Set-top boxes
- ASSPs within the set-top boxes

The set-top box market is enjoying above-market growth, with new technologies and standards providing the push. In addition to new markets in emerging countries, strong growth in high-definition boxes and systems containing hard drives for video recording will both add unit growth as well as push up the average selling prices. The rapid growth in emerging technologies such as IPTV will drive standards such as MPEG-4, which will also increase pricing for the key semiconductors within the set-top box.

This report examines the current outlook for the Set-Top Box (STB) market, presenting iSuppli's revenue forecasts for all segments of the industry, including cable, satellite, Internet Protocol Television (IPTV) and terrestrial broadcast set-top boxes. Additional detail includes breakouts within each category, such as standard/high definition and Digital-Video Recorder (DVR) capability where applicable, and market share on an annual basis.



Critical Questions Answered

- How many set-top boxes will ship in 2008-2013?
- What is driving the growth in the market?
- Which set-top box vendors have enjoyed success in the market and why?
- How will premium set-top boxes penetrate the market and how might this impact the supplier landscape?
- Which semiconductor suppliers are leading the market, and what strategies have they employed?

Who Should Read This?

- Set-top Box Manufacturers (OEM/EMS/ODM)
 - Purchasing
 - Design/technical
 - Product management
 - Market research
- Service Providers
 - Purchasing
 - Strategic planning
- Semiconductor Suppliers
 - Product marketing
 - Strategic planning
 - Competitive analysis

Lead Analyst

Jordan Selburn, Principal Analyst

Jordan Selburn is iSuppli's leading authority on semiconductor design including the trends and forecasts in the core silicon, System-on-a-Chip (SoC), Electronic Design Automation (EDA), and Intellectual Property (IP) space. Jordan is also iSuppli's expert in Set-Top Boxes (STBs) providing unique analysis and insight into all segments of the STB industry such as cable, satellite, Internet Protocol Television (IPTV) and terrestrial broadcast arenas.

Prior to joining iSuppli, Jordan served as the Director of Product Marketing for Amphion Semiconductor, where he was tasked with the management of the technical product market team. He launched products in all of Amphion's product families in addition to providing in-depth sales support for the products and the IP business model. Prior to his tenure with Amphion, Jordan was a Principal Analyst at Gartner Group/Dataquest.

Before his stint at Gartner Group/Dataquest, Jordan was the Marketing Manager and Product Line Manager at LSI Logic. Jordan has also had prior employment with Valid Logic Systems/Cadence Design Systems, Agilent/EEsof Inc. and Harris Corporation in various engineering capacities.

Jordan holds a Master of Science in Engineering Economic Systems from Stanford University in addition to a Master of Business Administration with distinction from Santa Clara University and a BSEE with honors from the University of Michigan.

Sample Table of Contents

- Introduction
- Findings and Implications
- Set-top Box Market Overview
- Set-Top Box Market Drivers
 - High Definition TV
 - Digital Video Recorders
 - Premium Set-Top Box Market Trends
- Set-Top Box Market Details
 - Cable Set-Top Boxes
 - Satellite Set-Top Boxes
 - IPTV Set-Top Boxes
 - Terrestrial Set-Top Boxes
 - Basic Converter Boxes
- Set-Top Box Market Regional Details
 - Americas
 - EMEA
 - Japan
 - Asia-Pacific
- Set-Top Box Semiconductors

Figures

- Set-Top Box Market
- Set-Top Box Quarterly Shipments
- Standard and High Definition Set-Top Box Split
- DVR and Non-DVR Set-Top Box Split
- Set-Top Box Shipments by Feature
- Cable Set-Top Box Shipments
- Satellite Set-Top Box Shipments
- IPTV Set-Top Box Shipments
- IPTV STB Shipments by Region
- Terrestrial Set-Top Box Shipments
- Basic Converter Box Shipments
- Americas Set-Top Box Shipments
- EMEA Set-Top Box Shipments
- Japan Set-Top Box Shipments
- Asia-Pacific Set-Top Box Shipments
- Set-Top Box Semiconductor Content
- Set-Top Box Semiconductor Revenue Forecast

Tables

- IPTV Set-Top Box Vendor Market Share

Sample Database Index

- Total Set-Top Box Shipments
- Total Set-Top Box Shipments by technology
- Total Set-Top Box Shipments by region
- Cable Set-top Box Shipments by region
- Satellite Set-top Box Shipments by region
- IPTV Set-top Box Shipments by region
- Terrestrial Set-top Box Shipments by region
- Basic Converter Box Shipments
- Total Set-Top Box Shipments by Feature
- Standard Definition/High-definition Set-Top Box Split
- Non-DVR/DRV Set-top Box Shipments
- Americas Set-top Box Unit Forecast by Technology
- EMEA Set-top Box Unit Forecast by Technology
- APAC Set-top Box Unit Forecast by Technology
- Japan Set-top Box Unit Forecast by Technology
- Set-top box Semiconductor Content by Device Type
- Set-top Box Semiconductor Forecast