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# THE DIGITAL SET-TOP BOX MARKET

**2006 EDITION**

**An ETP Executive Series Report on  
the Global Digital Set-Top Box Market**

## Report Highlights

### ■ Pay Television Market Analysis and Forecast, 2005–2010

<b>Regions:</b>	<b>North America</b>	<b>Western Europe</b>
	<b>Asia Pacific</b>	<b>ROW</b>
<b>Service Types:</b>	<b>Digital Cable</b>	<b>Digital Satellite</b>
	<b>IPTV</b>	<b>DTT</b>

### ■ Digital Set-Top Box Market Analysis and Forecast, 2005–2010

<b>Service Types:</b>	<b>Digital Cable</b>	<b>Digital Satellite</b>
	<b>IPTV</b>	<b>DTT</b>
<b>Regions:</b>	<b>North America</b>	<b>Western Europe</b>
	<b>Asia Pacific</b>	<b>ROW</b>
<b>DSTB Types:</b>	<b>SD</b>	<b>SD-DVR</b>
	<b>HD</b>	<b>HD-DVR</b>

### ■ Company Profiles



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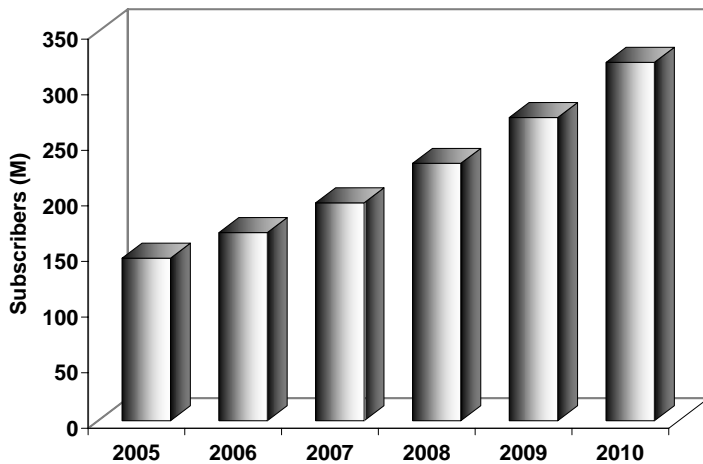
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# The Digital Set-Top Box Market, 2006 Edition

## Synopsis

There are approximately 1.1 billion households in the world with televisions, and 425 million of them subscribe to a pay television service. Digital pay television accounts for only 34% of the total subscribers, or 146 million households. While the growth rate of the total subscriber base will be modest in the coming years, the growth rate in digital subscribers will be robust, as illustrated in Figure 1.



**Figure 1 Digital Pay Television Subscribers**

Aside from the television itself, the key to the pay television market is the set-top box (STB). Digital services require a digital STB (DSTB). In this report, **The Digital Set-Top Box Market, 2006 Edition**, *Electronic Trend Publications (ETP)* presents a concise, but data-filled look at the future of the digital pay television subscriber base, and the DSTB market required to support those subscribers.

The report begins with a review of the 2005 pay television subscriber base around the world and a forecast for 2006–2010.

The coverage is divided into four regions:

**North America**

**Western Europe**

**Asia Pacific**

**Rest of World**

For each region, data is provided on four types of pay television service:

**Cable TV**

**Satellite TV**

**IPTV**

**DTT**

Using the subscriber forecast and other factors, the report then develops a DSTB analysis and forecast for 2005–2010. The DSTB forecast covers the same four regions and types of pay television service as the subscriber forecast. Additionally, the DSTB forecast is broken down into four types of DSTBs:

**Standard Definition (SD)**

**High Definition (HD)**

**SD with Digital Video Recorder (DVR)**

**HD with DVR**

The report concludes with profiles of 16 companies participating in the DSTB market. It provides information on the products, services, and primary market focus of these companies.

As the future of this market is critical to your business, please review the report's outline on the following pages. **The Digital Set-Top Box Market, 2006 Edition** provides an economical way to survey the issues regarding this important topic. This report is delivered by email as a single-user PDF file. The report sells for \$1495. Corporate licensing for unlimited use within your company is an additional \$500.

## About the Author

**Ted Wakayama** is president of NSI Research, Inc., a California company offering market research consulting services for the computer systems and software, consumer electronics, Internet, and telecommunications industries. The company publishes reports and provides custom studies to a variety of clients in the United States, Japan, and Europe. Projects employ a variety of research methodologies, including interviews, customer surveys, and focus groups. Mr. Wakayama has more than 20 years' experience in technology and business research.

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