

## The Cable Set Top Box Market: After a Record Year in 2008, Slightly Lower Demand in 2009

SKU: IN0904475ME  
Analyst: Mike Paxton  
mpaxton@reedbusiness.com  
+1.480.483.4462  
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### Report Summary

After a record-setting year in 2008, demand for digital cable set top boxes is leveling off in 2009. Last year, there were just over 46.6 million digital cable set top box unit shipments. In 2009, we are forecasting worldwide unit shipments to decrease by 6%, to just over 44 million.

The primary reason for the slowdown in demand has been the reaction of some cable TV operators to the global recession. Many cable operators, in particular some in North America and Western Europe, have reduced their capital expenditure (CAPEX) budgets in response to macroeconomic conditions. This reduction has had a measurable impact on the number of cable set top boxes they are purchasing and deploying.

This report covers the market for cable TV set top boxes, with special emphasis on product manufacturers, market and technology trends, and the semiconductor content of the boxes. It also provides a digital cable set top box Bill of Materials forecast, digital cable set top box manufacturer market shares for 2008, and updates worldwide unit shipment and revenue forecasts through 2013.

#### HIGHLIGHTS

- Global unit shipments of digital cable set top boxes are projected to be 44 million in 2009, a decrease of 6% over 2008.
- Demand for digital cable set top boxes in China continues to be strong. In 2009, unit shipments in China are projected to surpass 19 million units.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

## Table of Contents

Executive Summary.....1	ADB.....30
The Cable Set Top Box: Why Is It Important?.....4	ChangHong.....30
The Worldwide Cable TV Industry.....6	Coship.....31
Cable Set Top Boxes: Who Needs One?.....7	DVN Holdings.....31
The Cable Set Top Box Market: Another Record-Setting Year in 2008, Followed by Slowing Demand in 2009.....9	HUMAX.....31
2008: Booming Demand Continued.....9	Jiuzhou.....32
2009: Demand for Digital Cable Set Top Boxes Decreases.....10	Pace Micro Technology.....32
Market and Product Development Trends.....12	Panasonic.....33
Demand for DTA Products Jumps.....12	Samsung.....34
Demand in China Fuels Global Growth.....13	Skyworth.....34
Tru2way: A Ho-Hum Effort So Far.....14	Thomson.....34
Next-Gen Boxes: MPEG-4 and QAM + IP Hybrid Boxes Now Available.....16	Manufacturer Market Shares: Digital Cable Set Top Boxes.....36
Bill of Materials: The Digital Cable Set Top Box....18	Forecasts: Cable Set Top Boxes.....37
Semiconductor TAM: Digital Cable Set Top Boxes.....22	The Cable Set Top Box Market: Tracking Potential Growth Scenarios.....37
Digital Cable Set Top Boxes: Manufacturer Product Margins.....23	Forecast Overview.....38
Cable Set Top Box Manufacturers.....25	Worldwide Unit Shipments.....39
Motorola.....25	Worldwide Revenues.....42
Cisco Systems.....28	Methodology.....44
	<a href="#">List of Tables.....45</a>
	<a href="#">List of Figures.....46</a>
	Related In-Stat Reports.....47

## List of Tables

---

Table 1.	The US Cable TV Industry: Current Statistics.....	6
Table 2.	US Cable TV Households with Cable Set Top Boxes .....	7
Table 3.	Digital Cable Set Top Boxes in China: Unit Shipment Forecast, 2007–2013 (Units in Thousands) ...	14
Table 4.	Bill of Materials Forecast: The Basic Digital Cable Set Top Box, 2008–2013.....	19
Table 5.	Bill of Materials Forecast: The Advanced Digital Cable Set Top Box, 2008–2013.....	20
Table 6.	Bill of Materials Forecast: The PVR-Enabled Digital Cable Set Top Box, 2008–2013.....	21
Table 7.	Bill of Materials Forecast: The HD-Capable Digital Cable Set Top Box, 2008–2013.....	21
Table 8.	Bill of Materials Forecast: The MPEG-4-Enabled Digital Cable Set Top Box, 2008–2013 .....	21
Table 9.	Semiconductor Components: Digital Cable Set Top Box TAM Forecast (US\$ in Millions), 2008–2013 .....	22
Table 10.	Cost Analysis: The Basic Digital Cable Set Top Box, 2008 and 2009.....	23
Table 11.	Cost Analysis: The Advanced Digital Cable Set Top Box, 2008 and 2009 .....	24
Table 12.	Cost Analysis: The HD/PVR-Enabled Digital Cable Set Top Box, 2008 and 2009 .....	24
Table 13.	Motorola: Digital Cable Set Top Box Models .....	27
Table 14.	Motorola: 2008 Digital Cable Set Top Box Unit Shipments (Units in Thousands).....	27
Table 15.	Motorola: 1H09 Digital Cable Set Top Box Unit Shipments (Units in Thousands) .....	28
Table 16.	Cisco Systems: Digital Cable Set Top Box Models .....	29
Table 17.	Cisco Systems: 2008 Digital Cable Set Top Box Unit Shipments (Units in Thousands).....	29
Table 18.	Cisco Systems: 1H09 Digital Cable Set Top Box Unit Shipments (Units in Thousands) .....	29
Table 19.	ADB: Digital Cable Set Top Box Models.....	30
Table 20.	HUMAX: Digital Cable Set Top Box Models .....	32
Table 21.	Pace Micro Technology: Digital Cable Set Top Box Models .....	33
Table 22.	Samsung: Digital Cable Set Top Box Models.....	34
Table 23.	Thomson: Digital Cable Set Top Box Models .....	35
Table 24.	2008 Manufacturer Market Shares: Digital Cable Set Top Boxes .....	36

Table 25. Worldwide Cable Set Top Box Unit Shipment Forecast, 2007–2013 (Units in Thousands)..... 39

Table 26. Unit Shipments by Geographic Region: Digital Cable Set Top Boxes, 2007–2013 (Units in Thousands) ..... 40

Table 27. Cable Set Top Box Segmentation Forecast: Basic Cable Boxes vs. Advanced Cable Boxes, 2007–2013 (Units in Thousands)..... 40

Table 28. Forecast: Cable Set Top Boxes with Integrated Cable Modems, 2007–2013 (Units in Thousands) .. 41

Table 29. PVR-Enabled Digital Cable Set Top Box Unit Shipments, 2007–2013 (Units in Thousands)..... 41

Table 30. High Definition Digital Cable Set Top Box Unit Shipments by Geographic Region, 2007–2013 (Units in Thousands) ..... 42

Table 31. Cable Set Top Boxes: Worldwide Revenue Forecast, 2007–2013 (US\$ in Millions) ..... 42

Table 32. Cable Set Top Boxes: Worldwide Revenue by Geographic Region, 2007–2013 (US\$ in Millions) .... 43

[Return to Table of Contents](#)

## List of Figures

---

Figure 1. Worldwide Digital Cable Set Top Box Unit Shipment Forecast, 2006–2013 (Units in Millions) ..... 1

Figure 2. Motorola’s DCX3400 Digital Cable Set Top Box ..... 4

Figure 3. Digital Cable Set Top Boxes: Worldwide Unit Shipments, 2002–2008 (Units in Thousands) ..... 9

Figure 4. Pace Micro Technology’s TDC775D Tahoe Digital Cable Set Top Box ..... 33

Figure 5. Worldwide Cable Set Top Box Unit Shipments, 2004–2013 (Units in Thousands)..... 39

Figure 6. Cable Set Top Boxes: Worldwide Revenue Forecast, 2007–2013 (US\$ in Millions) ..... 43

[Return to Table of Contents](#)

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Additional Contacts | [epotter@reedbusiness.com](mailto:epotter@reedbusiness.com) | [chris.murray@reedbusiness.com](mailto:chris.murray@reedbusiness.com) | 480-483-4440