

## Worldwide IP Set Top Box Market

SKU: IN0904476ME  
Analyst: Michelle Abraham  
mabraham@reedbusiness.com  
+1.480.483.4445  
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## Report Summary

IP set top boxes are connected to the TV sets of subscribers to telcos' TV services in order to receive content from the telco headend. As the number of new telco TV subscribers has grown each year, so have the unit shipments of IP set top boxes. In 2008, the unit shipments grew 55%, and in 2009 unit shipments look like they will maintain the same level as in 2008.

The report contains worldwide five-year total unit shipment, units with hard disk drives, HD unit shipments, ASP, and revenue broken down into seven geographic regions. Historical market share data is provided from 2006 to 2008. A bill-of-materials forecast for an HD IP set top box through 2013 details the components of IP set top boxes.

### What's in the Report?

- Worldwide IP set top box unit shipment, ASP, and revenue forecasts for North America, Latin America, Western Europe, Eastern Europe, Asia/Pacific, and Mid-East/Africa
- Break outs of IP set top box unit shipments with HDDs by region
- Break out of HD IP set top box unit shipments by region
- IP STB bill-of-materials out to 2013
- Worldwide IP set top box vendor market shares
- Vendor profiles

### Whose Needs Does This Report Address?

- IP set top box vendors
- Companies providing ICs for the IP STB market

### What Questions Does This Report Answer?

- How large is the market?
- How are ASPs changing with time?
- Who are the leading suppliers in the market?
- Which regions have the greatest demand for IP STB?
- How large will the IP STB market get?
- How much do IP STB components cost?

### HIGHLIGHTS

- The IP set top box market grew 55% in 2008.
- 43% of IP set top box unit shipments in 2009 will have hard disk drives.
- The average bill of materials for an HD IP set top box will be under \$50 in 2010.

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

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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