

By Kristen Hanich, Senior Analyst, Parks Associates, and Dr. Kenneth Wacks, President, Home, Building & Utility Systems

<p>Synopsis</p> <p>The set-top box market is undergoing a profound transformation with the advent of new options for accessing pay-TV and premium-TV channels. This report explains these changes and examines how set-top box makers and cable operators are adjusting by establishing new business relationships and adding features to the set-top box that may help retain customers.</p>	<p style="text-align: center;">Age among Owners and Non-owners of Set-top Boxes</p> <p style="text-align: center;">Age Breakout of Set-Top Box Owners vs. Non-Owners Among US Broadband Households</p> <table border="1"> <caption>Age Breakout of Set-Top Box Owners vs. Non-Owners (Estimated Data)</caption> <thead> <tr> <th>Age Group</th> <th>Set-Top Box Owners (%)</th> <th>Non-Owners (%)</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>~10</td> <td>~15</td> </tr> <tr> <td>25-34</td> <td>~15</td> <td>~20</td> </tr> <tr> <td>35-44</td> <td>~20</td> <td>~25</td> </tr> <tr> <td>45-54</td> <td>~25</td> <td>~20</td> </tr> <tr> <td>55-64</td> <td>~20</td> <td>~15</td> </tr> <tr> <td>65+</td> <td>~10</td> <td>~5</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Age Group	Set-Top Box Owners (%)	Non-Owners (%)	18-24	~10	~15	25-34	~15	~20	35-44	~20	~25	45-54	~25	~20	55-64	~20	~15	65+	~10	~5
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<p>Publish Date: 2Q 20</p>	<p>“Set-top boxes are no longer the only portal to the world of premium video content, but we see a market continuing for the STB through innovation and creative partnerships with MSOs, streaming services, and content developers,” said Kristen Hanich, Senior Analyst, Connected Home, Parks Associates.</p>																					
<p>Key Questions</p>	<p>What is the current state of the set-top box (STB) market? How have STBs evolved to date?</p> <p>How is the decline in traditional pay-TV impacting set-top boxes?</p> <p>How do STBs compete with streaming video devices?</p> <p>How do service providers use set-top boxes to increase engagement and drive revenue?</p> <p>What is the market opportunity for set-top boxes?</p>																					
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Attributes	
<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Kristen Hanich Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© May 2020 Parks Associates Addison, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>