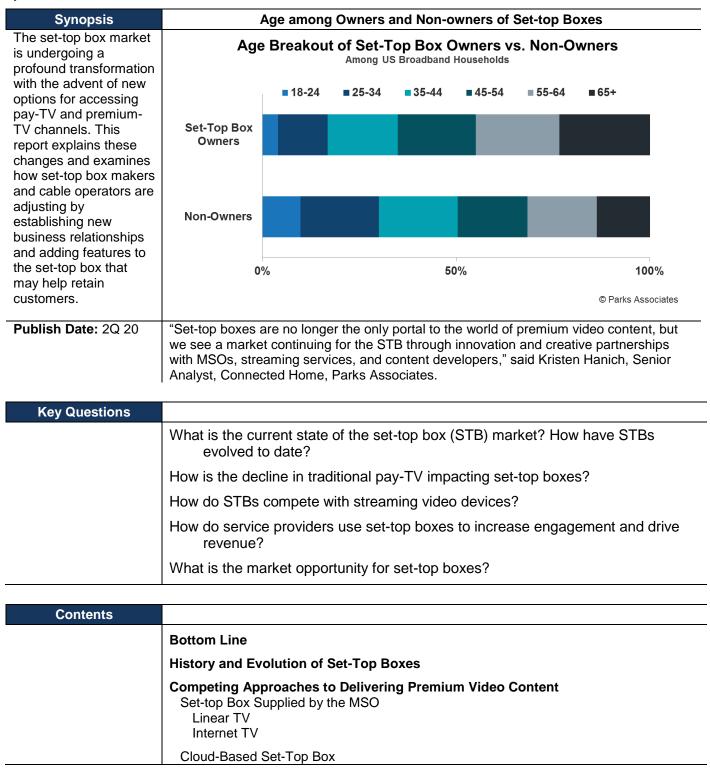


Set-top Box Innovations and Trends

TABLE OF CONTENTS

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





Set-top Box Innovations and Trends

TABLE OF CONTENTS

Set-top Box from Third Party and Cable Card from MSO

Streaming Interfaces

Connected Video Devices

Streaming Media Players – a Set-Top Box Alternative

Smart TVs - an Existential Threat to Add-On Video Products

Set-Top Box Advantage: Quality of Service

Extending Set-Top Box Features with Middleware and Apps

Set-Top Boxes with Android TV Middleware

Set-top Box User Experience Features

Pay-per-View

Electronic Program Guide (EPG)

Anytime/Anywhere Viewing

The Remote Control Unit

Apps, Widgets, Internet, and Home Automation Features

Set-Top Box Management Features

Streaming Services

Streaming Pay-TV (vMVPD)

Innovations in Set-Top Box Monetization

Strategies for Retaining Set-Top Box Customers

Focus on Content and Set-Top Box features

Compete with Streaming Equipment

Responses by the Industry

The Future of Set-Top Boxes

Implications and Recommendations

Figures		
	Penetration of Traditional Pay-TV vs. OTT Video Services (2017-2020)	
	Adoption of Connected Video Products	
	Most Commonly Used Streaming Video Devices (2018-2020)	
	Pay-TV Service Features Received	
	STB Optional Features	
	STB Management Features	
	Top OTT Subscription Services in the US (Q1 2020)	
	Weekly Average Video Consumption via TV (2015-2020)	
	Monthly Use of Pay-TV Features	
	Traditional and Online Pay-TV (vMVPD) Service Adoption	
	Age Breakout of Set-Top Box Owners vs. Non-Owners	

List of Companies		
	ActiveVideo	Google
	Ali	GTPL
	Altice	Huawei
	Amino	ITU-T



Set-top Box Innovations and Trends

TABLE OF CONTENTS

NAGRA Apple **OBLO** Living Arris AT&T Roku **British Telecom TDS Telecom** Charter Technicolor Comcast **Tempow** DISH TiVo **VEWD** Dreamlink

Attributes

Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Kristen Hanich Executive Editor: Tricia Parks Published by Parks Associates

© May 2020 Parks Associates Addison, Texas 75001

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.

Printed in the United States of America.

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.