

## The PVR Product Market: Demand Remains Strong

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### Report Summary

With their ability to time-shift television programming, personal video recorder (PVR) products have become an important component in the digital home entertainment ecosystem. Demand for PVR products remains strong, fueled largely by pay-TV service providers who are ordering and deploying PVR products in record numbers.

This report examines the market for personal video recorder (PVR) products. It discusses the functionality of today's PVR products and provides information about key PVR product manufacturers, leading service providers, and the important trends that are shaping the PVR market. The report provides worldwide PVR unit shipment and revenue forecasts, unit shipments to specific geographic regions, unit shipment forecasts by product type, and worldwide and US PVR product installed base forecasts.

#### HIGHLIGHTS

- Demand for PVR products is strong. Fueled by pay-TV service providers deploying PVR-enabled set top boxes, global unit shipments exceeded 25 million in 2008.
- Growth is projected to remain strong as PVR products become increasingly popular in Europe and Asia.

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

#### What's in the Report?

- Unit shipment forecasts, worldwide and regional, by product type
- PVR product revenue forecasts
- PVR installed base forecasts
- Leading PVR service providers (as of June 2009)
- A discussion of key market trends and issues
- Consumer survey results: Interest in a multi-room PVR solution

#### Companies Mentioned in this Report

- ADB, AT&T, BSkyB, Motorola, Cablevision Systems, Cisco Systems, Comcast, Cox Communications, Digeo, DirecTV, DISH Network, DirecTV, Freeview, Hitachi, HUMAX, LG Electronics, Pace Micro Technology, Panasonic, Pioneer, Samsung, Thomson, Time Warner Cable, TiVo, TVonics, and Verizon.

**Who Will be Interested in This Report?**

- PVR product manufacturers
- Pay-TV service providers
- Suppliers of semiconductor components to the consumer electronics industry
- Hard disk drive vendors

**What Questions Does This Report Answer?**

- Why is this market growing?
- How big is the market, in terms of unit shipments and revenues?
- What are the expectations for future growth?
- Who are the leading PVR service providers?
- What types of PVR products are there? Which are the most popular?
- Which geographic regions account for the most product shipments?
- How big is the installed base of PVR products?

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