

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

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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.

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