

OTT Video Makes its Way to Set-Top Boxes

Written by Marco Attard
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H.264 set top box shipments surpass MPEG-2 only set-top box shipments in 2010, with 53% MPEG-4 shipments worldwide, ABI Research's Global Set Top Box Markets study reports.



ABI says worldwide pay-TV operators are slow to support set-top box interactive features-- all they tend to provide is managed video services like VOD and a few applications (weather, traffic, sports).

However the high-end boxes shipped this year in the US and Europe will provide more interactivity with features like next-generation EPGs and hybrid services.

Many services are slated to launch in early 2011.

Set-top boxes carrying more processing power, with multiple tuners and mult-room viewing support through thin clients on other TVs in the household will act as gateway devices.

The study mentions Project Canvas and HbbTV as Europe's more open interactive TV platforms.

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