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CASE STUDY

ATSC 3.0 Devices Forecast & Analysis

Landscape

A next-generation digital TV standard represents a significant technical leap over the existing ATSC standard currently employed by terrestrial broadcasters in North America, Korea and Mexico. The new standard allows terrestrial broadcasters to leverage many of the same internet tools used by TV streaming and other service providers, resulting in a hybrid system of broadcast and broadband. The ATSC 3.0 next-generation TV system comes at a critical point as the TV services ecosystem is in significant flux. The new standard enables multiple use cases and business models not currently available to terrestrial broadcasters.

Key Business Issues and Challenges

A supplier of receiver chips developed a solution for ATSC 3.0 reception that optimized both traditional TV and mobile applications. The chip supplier wanted to explore the sales potential of ATSC 3.0-enabled devices to guide its chip manufacturing plans and identify receiver types and potential customers. To that end, the chip supplier needed a multi-scenario forecast study that analyzed the potential market from several angles:

Geography:

- South Korea
- U.S.
- Parts of Latin America and Southeast Asia

Types of products

- Digital TVs
- Set-top boxes and home gateways
- Mobile devices
- Vehicle receivers

With that cross-section analysis, the client wanted a better understanding of:

- Regulatory and business environment for ATSC 3.0 adoption
- Current and planned terrestrial broadcaster 3.0 activity
- ATSC 3.0-enabled features and their corresponding business impacts
- Influence of regional conditions on the types of services deployed
- Potential size of the consumer-receiver market
- Estimated time for adoption of the new TV system by broadcasters

DTC Customized Solution

Using its vast experience in the broadcasting TV industry and extensive network of suppliers, DTC gathered data and information to provide five-year market projections. Because only a small number of ATSC 3.0 receivers were available in South Korea at the time of the forecast, DTC recommended multiple-scenario forecast models, each reflecting a set of conditions among then-unknown variables for market adoption. Those customized forecasting models delivered unit estimates and market share by product category, geography and supplier.

Client Benefit

DTC's product forecast and analysis report helped the chip developer to measure the potential uptake for the next-generation ATSC digital terrestrial TV standard. This, in turn, gave the company the relevant data and analysis to help build its manufacturing and sales plans.

ABOUT DTC

Since 1997, the global DTC research team is highly sought after for both the depth of knowledge and practical know-how it brings to the industry. From the United States to Europe and Asia, DTC analysts travel the world to bring clients the most up-to-date intelligence on consumer digital markets, making the company one of the most trusted industry resources for its extensive expertise and experience.