

# **Pace is number one in set-top box market in 2010**

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## **IHS Screen Digest names Pace as world's biggest supplier of set-top boxes in 2010**

Pace plc is pleased to announce that research company, IHS Screen Digest, has confirmed Pace as global leader in the set-top box market. Findings released by industry analysts IHS Screen Digest yesterday, reveal that Pace shipped more set-top boxes (STBs) in 2010 than any other set-top box developer.

IHS Screen Digest figures show that a major increase in its set-top box sales propelled Pace to number one in the global market in 2010, surpassing previous leader Motorola.

Pace has delivered incredible development over the past three years, securing a leadership position by creating and delivering set-top box technology - particularly HD, PVR and hybrid devices - for over 160 of the world's payTV operators. No other set-top box developer has such a broad product and broadcast platform expertise.

Pace's ability to secure its position at the forefront of the set-top box market was propelled by particularly strong performances in both North and South America. Tom Morrod, head of TV technology, IHS Screen Digest, commented: "Pace has been voraciously taking market share from U.S. incumbents with high-volume deals such as selling boxes to Comcast. The company also fostered new big-volume customers like Net Servicos in Brazil."

Neil Gaydon, chief executive officer, Pace added: "The Screen Digest report reinforces an important milestone for Pace and to move to this position from third in the market is evidence of our terrific momentum in the last three years. We have led this generation of television technology and with our recent acquisitions we will lead the next generation of converged home systems through outstanding, innovative products and services."

2010 was a record year for Pace. The company further increased its revenues and profitability, expanded its global customer base, moved into new markets, developed new technologies and, through acquisitions, significantly expanded its product offerings to include advanced gateways, software and services.

Gaydon continued: "Consumer demand for new services and increasingly greater access to video content is evolving rapidly. Pace is uniquely positioned to capitalise on this opportunity and bring new and pioneering products to market to meet this demand."

**About Pace plc**

Pace plc (LSE:PIC) is a leading technology developer for the global payTV industry, working across satellite, cable, IPTV and terrestrial platforms. Pace has one of the world's most experienced specialist engineering teams, developing intelligent and innovative products and services for both payTV operators and retail markets across the world.

Pace employs over 2000 people in locations that include the UK, the USA, France, India and China. Pace's international headquarters are in Saltaire, West Yorkshire, UK.

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