D.I.S. Consulting
C O R P O R A T I O N

Publishing syndicated market research surveys in media technology markets since 1982

Video Switchers World ™ 2012

Publication Date: November/December 2012

General Overview

Video Switchers World™ 2012 is the seventh edition and is an extremely comprehensive syndicated market research survey conducted regarding these products in the world. The global market for production switchers, routing systems and master control switchers will be surveyed, census style, in this global "bottoms-up" research effort to be published in late November. Note that, starting with this report, production switchers will be organized by the number of Mes, and routing systems by the number of I/Os.

Product Categories

- Production Switchers / Vision Mixers
- Master Control Switchers
- Routing Switchers

Market Sectors covered

- TV, Cable & Satellite Stations
- Production, Post-Production, Freelance/Independent/Event Production
- Mobile/OB
- Institutional (Church, Government/Military, Corporate, Medical and Educational).
- Rental houses

The survey, in terms of product and market coverage, is far reaching, and overall reporting detail focuses on those market segments of interest to the client, including installed base (number and type of video switching products owned), actual purchases in 2012 and planned 2013 purchases, and a 5-year forecast of all sales. In late November we will publish a comprehensive report, showing all results by type, sub-market and world regions surveyed. End-user data will be collected and completed online. The data will be sorted and warehoused in an online data base and analyzed.

Key Issues

- 3 Gig / 1080p infrastructure
- Number of MEs
- I/Os and cross-points
- Preferred features in a new system
- Proliferation / penetration of HD
- 3D processing
- Portable and smaller scale systems
- Automatic and programmable systems
- Branding
- Utilization of fiber
- Arrival and expansion of use of Chinese goods and impact on prices
- New technology

Deliverables

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The sponsors receive a CD-ROM of the survey results for those regions they have sponsored and/or for the global totals if they have sponsored the survey on a global level. Our new style of report now features more analysis, more section summaries and less unnecessary detail. There is even a 'leaders summary' that provides an easy to absorb view to your senior executives.

Sample Frame and Lists Sourced

The *Video Switchers World ™ 2012* project uses a list of stations and facilities culled from IBC, the NAB Show, and Broadcast Asia. We target chief engineers or the equivalent senior technology executive at stations.

1.) USA 2.) Europe 3.) M-E/AFRICA. 4.) Asia 5.) The Americas

Market Segment & Regional Universe					Responses Sought**
Vertical Market	**United States**	**Europe, M-E & Africa**	**Asia**	**Americas**	**Global**
Broadcast Cable Stations	**100**	**60/35**	**85**	**60**	**340**
Production/Post-Production	**90**	**50/40**	**60**	**50**	**290**
Mobile/OB	**80**	**40/25**	**55**	**40**	**240**
Institutional	**60**	**30/20**	**30**	**30**	**170**
Equipment Rental Houses	**60**	**30/20**	**30**	**20**	**160**
Total User Markets	**390**	**210/140**	**270**	**200**	**1,200**

LISTS BY REGION AND MARKETPLACE

Markets	USA	Europe & M-E/A	ASIA	AMERICAS
Broadcast & TV Cable Stations	**NAB/SMPTE Broadcasting & Cable YBK RTNDA**	**NAB/IBC/Kemps World Guide to Film & TV RTS**	**BA/IBC/NAB ABU/SMPTE World Guide**	**NAB/IBC World Guide Film & TV Set/Caper**
Production/ Post/Freelance	**NAB/SMPTE Yellow Pages**	**NAB/IBC/Kemps Sonovision**	**BA/IBC/NAB Kemps BIRTV**	**NAB/IBC Set/Caper**
Mobile/OB	**NAB/SMPTE Yellow Pages**	**NAB/IBC/Kemps Sonovision**	**BA/IBC/NAB Kemps**	**NAB/IBC Set/Caper**
Institutional Facilities (Government, Medical, Corporate, Educational, Religious)	**NAB/SMPTE Yellow Pages**	**NAB/IBC/Kemps Sonovision**	**BA/IBC/NAB Kemps**	**NAB/IBC SET/Caper**
Equipment Rental	**NAB, SMPTE Yellow Pages**	**NAB/IBC/Kemps Sonovision**	**BA/IBC/NAB Kemps, etc.**	**NAB/IBC Set/Caper**

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Report Table of Contents

FRONT MATTER

- Cover & Spines
- Introduction & Methodology
- Staff Page
- Project Staff
- Executive Summary
- Industry 5-Year Forecasts
- Leader's Summary

GENERAL REPORT

- Type of business
- Size of operation
- Leading Applications such as: News, Archive, Documentary, Sports, Movies, TV Programs, etc.,
- Size of Budget
- Budget Increasing, decreasing or remaining the same
- Size of Revenues
- Revenues increasing, decreasing or remaining the same
- Type of major switcher workflow applications
- Number of employees
- Number of staff having access to gear
- Extent of purchase authority
- Comparable ranking
- Type of station or facility

TECHNOLOGY TRENDS

- Categorized flows and who uses them most
- Preferred features sought in a new system
- Order in which major equipment is deployed
- Type of switching applications within chain
- Departments responsible for major systems
- Workflow reflected
- Small versus large-scale switcher uses
- 3 Gig / 1080p
- Numbers of I/O and/pr ME cross points
- MPEG orientation and IP/IT issues
- HD versus SD and 3D
- Higher Resolution such as 4K and 8K
- Compression use
- Computer platforms used
- Year of first system purchase
- Year of latest system purchase
- Troublesome problems
- Firewalls and security issues
- Summary of key features of switching systems
- Number and types channels
- Switcher software used if applicable
- Other systems that switchers integrate with
- Future technology preferences
- Other additional workflow issues

MAGAZINES & TRADE SHOWS

- Trade Magazines read and preferred
- Single most valued
- Trade shows attended and planned
- Single most valued

PRODUCT REPORT(S) –Systems

By vertical market – by Genre – for each of the categories (production by ME, master by Channel and routing by I/Os)

- Number of systems owned (installed) – by type
- Number of units by brand
- Number of units by brand, type, and major application
- Value in dollars
- Number of units owned
- Number of units purchased in 2012
- Value in dollars
- Number of units planned for 2013
- Value in dollars
- Long term prospects for sales – 5 year forecast

BRAND IMAGE REPORT

General criteria: Awareness and
Brand Image Rankings of major brands of switchers including:

A) Awareness
B) Price
C) Quality
D) Reliability
E) After-sales-service

Switcher brands to be included-
But Not Limited to:

Accom / Abekas, ADC, Adcom, Adrienne, Ampex, BAL, Broadcast Pix, Broadcast Technology, Black Magic, Broadcast Video Systems, Brick House, BTS/Bosch, Comprehensive Video, Datatek, Datavideo, Dynatek, Digital Video Systems (DVS), Echolab, Edirol, Evertz, Extron, Focus Enhancements, For-A, Grass Valley, Gefen, Hedco, Hitachi, Horita, Hotronic, Ikegami, Inline, Keying Image Video, JVC, Kramer, Knox, Laird, Leitch , Leightronix, Link, Miranda, Multidyne, Network/Nevion, Nvision, Oxtel, Panasonic, PESA, Philips/DVS, Pinnacle Systems, Pro-Bel, Ross Video, Quantel, Quartz, Sierra, Sigma, Snell, Sony, Utah Scientific, VBrick, VGV and Videotek. And, others.

See on-line questionnaire for final brand lists.

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Format of Reporting Data

Summary tables, color Excel charts, graphs and the written summary section show both quantitative and qualitative results in each section or product category. Tables show full corporate results and regional information for all survey questions and the entire research report is delivered on a CD Rom. Three types of reports are available:

1. SWITCHER PRODUCT REPORTS

- Video switcher categories ~ production (by ME), master and routing (by I/Os) ~ and related production/post switching technology and workflow aspects will be surveyed
- Unit and market value data
- Brand and leading type market shares
- Installed base (owned)
- Purchases in the past 12 months (2012) and value
- Plans to buy in the next 12 months (2013) and value
- Prospects for out years (5-year forecasts)
- Custom reports available (cross-tabulation)

2. GENERAL MARKETING & MEDIA

- Trends relating to the overall state-of-the industry
- Equipment budgets and buying habits
- Key breakouts such as MEs, buses or cross-points
- Revenues
- Demographics
- New Technologies, applications and trends, such as IP, Cloud, 3 Gig / 1080p, 3D, etc.
- Higher resolution such as 4K and 8K
- Applications planned/used for News, Movies, Sports, TV Programs, Documentaries, Weather,
- Trade magazine readership and trade show attendance and preference

3. BRAND IMAGE

- Brand image ratings for pre-fielded, front-end sponsors only (all leading switching brands)
- Designed to assist companies identify and leverage market positioning, and brand share
- Key marketing performance attributes including: product reliability, after-sales-service, price and quality
- Ratings compared by brand, and by each factor, as well as by overall composite brand image. All charts also show the industry average

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Methodology

As in previous years, D.I.S. has consulted with all of its front-end sponsors as well as with those companies not sponsoring the survey, in the effort to be as comprehensive reading brands and models as well as salient and accurate technology trends gathering. Clients were extremely helpful in aiding in the design of the questionnaire…and in recommending improvements to the process.

We invite professionals to the website and collect their individual product data ~ on-line ~ using a method where the responses are entered as they are gathered into the relational on-line database. Up-to-date e-mailing lists are used including the freshest (international) NAB attendee list, the similar IBC list (also international) as well as numerous other industry sourced mailing lists such as Kemps International. All are merged to form e-mail and phone lists for domestic and international solicitations

INCENTIVES

Survey respondents will receive a copy of the latest *DIS 2012 Switcher End-User Trends Report* for their help, a value of $450 USD.

Clients Provide Input to Questionnaire, Report Format and Design

The questionnaire is designed to inventory installed brands, models, and stations by product category. Data entry and computer tabulation is then done using a network of personal computers running the proprietary tabulation program. Microsoft Excel™ is used for the spreadsheets (tabs) and analysis is written in MS Word. A variety of color charts and graphs are provided, taken directly from the Excel spreadsheets. At the end of the project, clients receive a CD-ROM of all the data.

STAFF EXPERIENCE

D.I.S. Consulting Corporation maintains six regular staff and utilizes a project staff of five others on its syndicated projects. This core research group is augmented by the use of other freelancers, as appropriate, for the individual projects undertaken.

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Pricing and Terms

Pricing is based on the number of regions and product categories desired. Each product category purchase includes the general reports. Brand image reports are included only with a purchase of three or more regions and/or product category reports.
Pre-publication sponsor prices are lower than post prices.

Video Switchers World ™ 2012	**** Pre-Publication Prices (-20% Discounted)***	***Post-Publication Prices Orders After Publication***
Report Type*		
**Purchases which occur approximately three months before publication offer a 20% discount off post-publication price*		
Regional Reports		
1 region	$5,950	$7,140
2 regions	$6,961	$8,353
3 regions	$8,144	$9,772
ALL 5 regions (Global FULL Sponsorship)	**$9,950 FULL GLOBAL**	**$12,050 FULL GLOBAL**
The following sections are FREE with the above packages OR available a la carte at the rates illustrated below		
Global Brand Image Report	$3,495	$4,194
Single Region Brand Image Report	$2,495	$2,994
Global Trade Media & Shows Sections	$3,495	$4,194
Regional Trade Media & Shows Sections	$2,495	$2,994

All prices are shown in USD

**** General Report is FREE with orders of one or more regions***

**** * Brand Image Report is FREE to sponsors of one or more regions***

****** Fifty-percent (50%) of the fee is due on subscription (sponsorship) with our invoice and the remaining fifty-percent (50%) of the payment is due on delivery of the report(s). All payments must be made in USD and when made from foreign countries are to be made by bank wire transfer. In the U. S. a USD funds check is acceptable.***

Overall Design

The design of Video Switchers *World*™*2012* is based on previous surveys of its kind, and the 40 years of experience that Douglas I. Sheer, D.I.S. Consulting Corporation's CEO has had in a variety of marketing, publishing, advertising, consulting and research positions. Over the past 30 years his firm D.I.S. Consulting Corporation has been conducting custom, large-scale, multi-client, proprietary end-user and dealer market research in professional imaging and communications in the United States and Europe. In all, Sheer and his firm have served more than 1,500 industry clients.

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