

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

3D Production World™ 2010

Publication Date: September 2010

General Overview:

3D Production World™ 2010 Equipment is intended to be the most comprehensive syndicated market research survey ever conducted regarding these products, in the world. The global market for production and post-production tools in the hands of end-users for 3D will be surveyed, census style, in this new global “bottoms-up” effort.

Market Sectors covered Include:

- 1) Broadcast TV & Cable stations, groups and networks,
- 2) Production and Post Service Providers and Studio Production Facilities and Freelancers
- 3) Mobile/OB
- 4) Institutional (Government, Education, Religious, Medical & Corporate)
- 5) Equipment Rental Houses

In late summer of 2010, we will publish the comprehensive report, showing all results in Total (all sub-markets) and one report each for the four (4) major geographic regions (USA, EMEA, Asia-Pacific and the Americas). Those reports will be modularly available for purchase. The Survey Covers 9 (or more) Genre of 3D production/post oriented products, including:

A total of 9 product genre will be covered in this survey:

- 3D Camera Rigs
- 3D Cameras
- 3D Camcorders
- 3D Processors
- 3D Stereographic Graphic Systems
- 3D Displays & Monitors
- 3D Editing Systems
- 3D Encoders / Decoders / Trans-coders
- 3D Switchers / Master / Routers

Key Issues:

- The need for purpose-built 3D gear versus re-purposed HD gear
- The adoption curve over ten years
- How much consumer (home viewer) demand will affect sales
- How much 3D programming can be converted from 2D and how
- Creating matching audio that fits the 3D video
- Integrating different workflow elements
- Standards battles, protocols and political disputes

Deliverables:

The sponsors receive a CD-ROM copy 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 pages of unneeded detail. There is even a 'leaders summary' that provides an easy to absorb view to your senior executives.

Sample Frame and Lists Sourced:

The *3D Production World™ 2010* 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. EMEA 3. Asia 4. The Americas

Vertical Market	United States	EMEA	Asia	Americas	
Broadcast/TV Stations	100	95	85	60	340
Production/Post/Freelance	90	80	70	50	290
Mobile/OB	80	65	55	40	240
Institutional	60	50	30	30	170
Equipment Rental Houses	60	50	30	20	160
Total User Markets	390	340	270	200	1,200

Lists by Region and Marketplace				
Markets	USA	EMEA	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, etc.	NAB/IBC Set/Caper
Mobile/OB	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps	NAB/IBC, Caper/Set
Institutional Facilities (Government, Medical, Corporate, Education, Religious)	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps etc.	NAB/IBC Set/Caper
Equipment Rental	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps, etc.	NAB/IBC Set/Caper

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 3D workflow applications
Number of employees
Number of staff having access to 3D gear
Extent of purchase authority
Comparable ranking
Type of station or facility

TECHNOLOGY TRENDS:

Type of 3D workflow utilized, pecking order of component systems therein
Categorized flows and who uses them most
Order in which major equipment is deployed
Type of editing applications within chain
Departments responsible for major systems
Workflow patterns flow-charted
MPEG orientation and IP issues
HD re-purposed versus purpose built 3D
Compression use
Computer platforms used
Year of first 3D system purchase
Year of latest 3D system purchase
Troublesome problems such as crashes, snags
Firewalls and security issues
Summary of key features of systems
Number and types of drives or servers
3D software used
Other systems that news systems integrate with
Future storage 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) – 3D Systems

By vertical market – by Genre – for each of the categories

Number of 3D Systems owned (installed)
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 2009
Value in dollars/euro
Number of units planned for 2010
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 displays including:

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

3D BRANDS TO BE INCLUDED -- But Not Limited To:

3ality Digital, 21st Century 3D, Abekas, Anachrome, Apple, Avid, ARRI, ATI, Autodesk, Adobe, Astro Design, Band Pro, BARCO, Behringer, Blackmagic, BLT, Bluefish 444, BARCO, BOXX, Brainstorm 3D, Canon, Carlson, Christie, Chyron, Cine-Tal, Cooke, Doremi, Dolby, DSC Laboratories, Logitech, Element Technica, EVS, Fast Forward, For-A, Fujinon, Grass Valley Group, Harris, Hamlet, HDLogic, Ikegami, IRIDAS, LG, Leader Instruments, Lucid Dream, JVC, Mark Roberts, NHK-3D, NVidia, NTT, Maxon, Miranda, Omneon, P & S Technic, Pace, Panasonic, Pixel Arcana, Polecam, Prime Focus, Quantel, Quasar, Ross Video, Samsung, Schneider Optics, Snell, Sony, Teranex, T-VIPs, TV-Logic, Thales-Angenieux, Viewsonic, Vizrt, XDT, X-Pan D, ZGC, etc.

Final brand lists will be reflected in the on-line questionnaire at field time

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. 3D PRODUCT REPORTS

- 3D product categories and related production/post processing technology and workflow aspects will be surveyed
- Unit and market value data
- Brand and leading model market shares
- Installed base (owned)
- Purchases in the past 12 months and value
- Plans to buy in the next 12 months 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
- Demographics
- New Technologies, applications and trends, such as IP, Cloud,
- Applications planned/used for News, Movies, Sports, TV Programs, Documentaries, Weather, Maps, 3D Medical Imaging, etc.
- Trade magazine readership and trade show attendance and preference

3. BRAND IMAGE

- Brand image ratings for pre-fielded, front-end sponsors only (all leading 3D 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

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 using where the responses entered as they were 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 like Kemps International. All of them are also merged together to form an e-mail list for domestic and international solicitations

INCENTIVES:

Survey respondents will receive a copy of the latest [NAB/D.I.S. Broadcasting, Audio & Video Global Industry Trends Report for](#) their help, estimated to be worth \$450 USD to them.

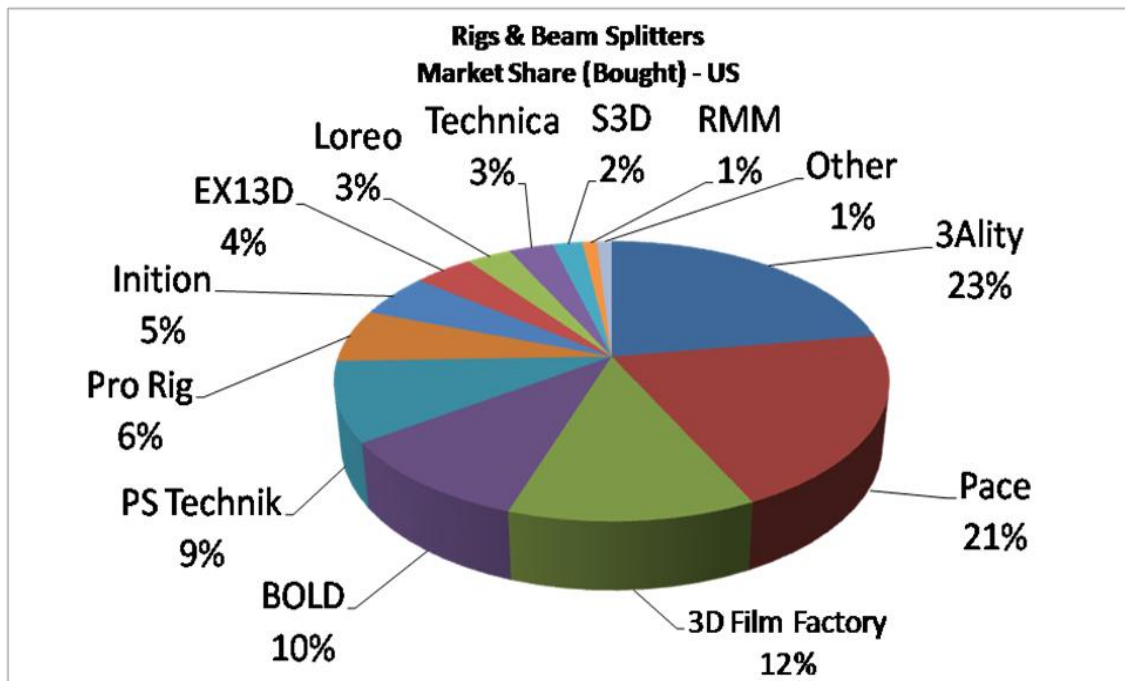
Clients Provide Inputs to Questionnaire and Report Format and Design:

The questionnaire is designed to inventory installed brands and 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 seven regular staff and utilizes a project staff of seven others on its syndicated projects. This core research group is augmented by the use of other freelancers, as appropriate, for the individual projects undertaken.

PROTOTYPE FOR
3D Production World™ 2010



© 2010 D.I.S. Consulting Corporation – ALL RIGHTS RESERVED

Overall Design:

The design of *3D Production World™ 2010* is based on other benchmark survey, and 39 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 and, on the 29-year record his firm D.I.S. Consulting Corporation has had in conducting custom, large-scale multi-client and proprietary end-user and dealer market research in professional imaging and communications in the United States and Europe since 1982. In all, Sheer and his firm have served more than 1,400 industry clients.

CONTACT INFORMATION:

Douglas I. Sheer

CEO & Chief Analyst
547 West 27th Street, Suite 301
New York, NY 10001, USA
dougsheer@gmail.com
Telephone: 212-213-6872

General Information:

Info@disresearch.com

Julianne Dixon

Senior Analyst
International Sales Manager
547 West 27th Street, Suite 301
New York, NY 10001, USA
Julianne@DISresearch.com
Telephone: 212-213-6872