

D.I.S. Consulting CORPORATION



Additional Staff members not pictured above: Raymond, Nalissa, Robert & Gloria

D.I.S. Consulting Corporation Newsletter December 2009

In This Issue

- CBS Ad Sales Increase
- Ads Go Up For Mass Market Magazines
- Comcast and NBC Universal Deal Provokes Calls for Review
- Psychology Plays a Part in Warranty Purchases
- A Mobile Phone that's a Microscope? Why Not?...
- It's a Recovery, yes, but also a Jobless one
- Softel Launches New Product
- Sony Introduces New Camcorder
- Foundation Celebrates Anniversary
- Two Major Acquisitions

Thomson Declares Bankruptcy

THOMSON

Recently, Paris-based owner of Technicolor Inc., Thomson has been granted "creditor protection", or bankruptcy for outstanding debts. In August the company was able to defer about \$72.5 million in payments as part of their restructuring. As of December 2009, Thomson contracts will be settled with a "simpler" bankruptcy plan that results in one recovery value. This method was voted on by a committee of 15 dealers and investors that make decision for the market. According to Brian Yelvington, head of fixed-income strategy at Knight Liberatas LLC, "This will be a much cleaner settlement..." Also, Thomson has anticipated that by the year's end, they will finalize the sale of Premier Retail Network and its Grass Valley subsidiary, in order to cut costs and lower debt. Thomson has expressed its difficulty in selling HD video switch manufacturer, Grass Valley Group, which will be a portion of the upcoming

Announced at IBC2009...
 Gold Becoming More and More Popular
 IABM Hosts Conference
 Harris Broadcast President Retires
 Government Video Expo Returns
 Broadcast Pioneer Dies at 81
 IMF Announces Worldwide Economic Forecast
 New Satellite Innovation
 India Exhibition Delivers
 Apple Wins Copyright Infringement Suit

Join Our Mailing List!

restructuring plan. Creditors will vote on the plan starting on December 21-22nd and shareholders on January 27th.

CBS Ad Sales Increase



Chief executive of CBS Corp, Les Moonves, says advertising is seeing a big turn-around on the broadcast network, radio station, outdoor business and digital properties. He speculates the radio division is on-track to produce a year-over-year revenue gain for the 2010 first quarter. CBS' fourth quarter

advertising revenue for the broadcasting network has increased 25% since the spring season, or upfront. At an investment conference hosted by UBS in New York City, Moonves stated, "We haven't seen numbers like this in years." Analysts estimate, as a whole, broadcast network advertising will be up 5% in 2010.

Ads Go Up For Mass Market Magazine



S
 Despite rough times for magazines in general, some areas of the industry are showing

improvement. The ad pages in mass-market magazines-publications like Family Circle and Real Simple-sold more ad pages for December 2009 than for December of last year. InStyle and Glamour also showed improvements. The food industry is the main reason for the increase, as brands like Heinz and Hellman are trying to increase market share in these tough times in which people are eating at home more. That's why magazines like Cooking Light and Southern Living saw improvements in their ad sales. Better Homes and Gardens was up 42 percent while Ladies Home Journal was up 29 percent.

Comcast and NBC Universal Deal Provokes Calls for Review

The proposed merger of Comcast and NBC Universal has provoked calls for government review or even for the government to block it. Comcast would take a 51 percent stage in NBC in the proposed deal and this has made some consumer interest groups express concern over the effects that would have on the diversity of information that is available. As a candidate, President

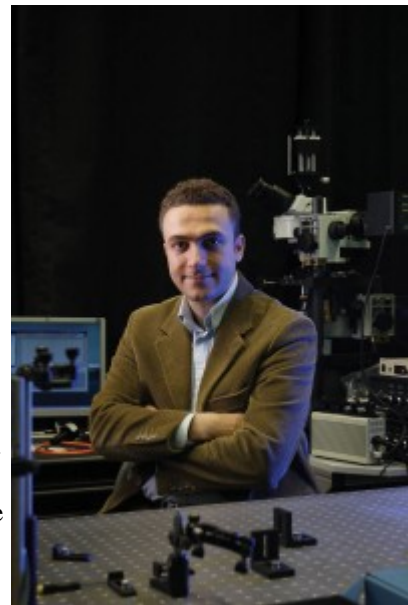
Obama called for closer inspection of media mergers and criticized the consolidation that took place in the Bush-era and the proposed deal between Comcast and NBC Universal will test the new administration's resolve to look into such issues. Consumer groups expressed concern about the effects it will have on vertical integration and on access to TV on the Internet. Comcast and NBC Universal executives have not given public comment but they expect approval to take up to a year.

Psychology Plays a Part in Warranty Purchases

New research suggests that the happier a customer is the more risk-averse they become and, hence, more likely to purchase an extended warranty on products. Others have noted that products that bring more pleasure, or products for which consumers have gotten a discount, tend to also inspire the purchase of an extended warranty. The positive mood that consumers feel makes them afraid to lose that good feeling and so makes potential losses-a breakdown, an accident that harms the products-hurt more.

A Mobile Phone that's a Microscope? Why Not?

A professor of electrical engineering in California, Aydogan Ozcan, has invented a system for converting ordinary cellphones into microscopes. Using software that he developed and \$10 worth of hardware bought from a typical hardware store, Dr. Ozcan has found a way to adapt cellphones to be used as microscopes, which could be used far from hospitals or laboratories. The way it works is that a sensor in the phone's camera detects the slide's contents and sends the information wirelessly to a hospital or lab. The main element of a microscope-the lens-has been eliminated from the devices because "the magnification can be done electronically," Dr. Ozcan said. Many doctors and researchers have praised Dr. Ozcan's innovation as a way to get the results of a microscope at less cost and out in the field.



It's a Recovery, yes, but also a

Jobless one



The October unemployment report showed that unemployment surged from 9.8 percent in September to 10.2 percent in October. The economy grew in the quarter that ended in September, the New York Times reported, but job losses have continued. Indeed, some cite the true unemployment rate as being 17.5 percent. This number includes people who have not looked for work recently and people who are working part-time but need to work full-time. In fact, the New York Times wrote that "at no time post-World War II America has it been more difficult to find a job." The numbers revived talk of another stimulus package, which remains a fraught topic in Congress. Still, President Obama said that "bold, innovative action" was needed to produce the jobs Americans need to get back to work.

Softel Launches New Product

Softel has recently launched the vFlex HD, a multi-purpose ancillary vertical blanking interval (VBI), vertical ancillary data space (VANC) and graphics data-processing unit for HD and SD broadcast applications. This product complements



Softel's vFlex SD. Softel's new product provides a compact, single-unit solution for multichannel configurations and should give broadcasters and network operators the flexibility to implement and integrate new services. "vFlex HD brings together the collected expertise of our years developing and deploying data inserters, cue encoders, and subtitling CGs into a highly versatile and powerful new platform," said Softel CEO Sam Pemberton.

Sony Introduces New Camcorder

Sony has recently launched a new camcorder powered by its latest imaging technology. The new camera, the DSR-PD177P, offers improved audio and video quality and operability and includes a choice of new accessories that will support many diverse shooting solutions. The camera uses the DVCAM format and Sony's G



Lens technology, which the company says will help users expand their shooting possibilities.

Foundation Celebrates Anniversary



In the month of November the National Association of Broadcasters Education Foundation (NABEF) celebrated 10 years of service. The organization focused on teaching senior level broadcast executives the fundamentals of purchasing, owning and successfully operating radio and television stations. The program entails a 10-month long "MBS-Style" curriculum, which is divided into five four-day sessions. To celebrate the anniversary, a reception was held at the US Capitol in Washington, D.C. In attendance were alumni, faculty and current students in the program. Also, guests like House Majority Whip James Clyburn (D-SC) and Good Morning America co-anchor Alison Starling came to support the event.

Two Major Acquisitions Announced at IBC2009



EditShare, a company that provides cross-platform collaborative editing and shared medial storage systems, has acquired Geevs broadcast video servers and the Lightworks non-linear editing platform. This newly acquired technology will complement EditShare's Complete Collaboration product line, which includes multi-channel ingest, shared production storage and archiving solutions, and provide EditShare customers with expanded options for building fully-integrated, tapeless workflows, the company said. Also, Blackmagic Design announced plans to purchase the assets of DaVinci Systems. This means that Blackmagic Design will now offer DaVinci Resolve DI color-correction systems and DaVinci Revival film-restoration products for sale worldwide.

Gold Becoming More and More Popular



The price of gold has begun to climb as investors have increasingly sought refuge in the precious metal as the dollar weakens and budget deficits expand in the United States and Europe. The price of gold has hovered around \$1,100 an ounce recently. The market for gold has expanded to hedge funds, wealthy speculators and governments-namely India and

China. India recently purchased 220 tons of gold, increasing the percentage of its foreign exchange reserves held in gold from 4% to 6%, and China has doubled its reserves in the last six years.

IABM Hosts Conference



Entitled, "Survival of the Fittest - improving business

performance through change", IABM will be hosting a their annual Broadcast and Media Technology conference aimed at helping people within the business industry make the most of their assets. The event will also be geared towards helping both member and non-member companies access and utilize available industry resources. The conference will also offer featured keynote speakers, panel discussions, workshops and open forums. Sponsors include IBC, TVB Europe, White Oaks, and Caspian One. It will be held from December 3rd-4th at the Radisson Edwardian Heathrow Hotel, in London.

Harris Broadcast President Retires

After four years of service has retired from his position at Harris Broadcast Communications. Before joining Harris, Thorsteinson worked with the Leitch Technology business unit, where he was also president of the division. In October 2005, when Harris acquired Leitch, Thorsteinson shifted companies and quickly worked he way up. He became "instrumental in driving our broadcast business' global expansion..." said Howard Lance, president and CEO of Harris. By July 2006 he was named president, and as of October 31, 2009 he relinquished this title, in pursuit of other ventures.



Government Video Expo Returns



The East Coasts' largest professional video event,

Government Video Expo, will be held from December 1-3,2009 at the Walter E. Washington Convention Center in Washington, DC. The highly anticipated event will feature over 120 exhibitors including, Apple, JVC, Panasonic, Canon and Avid. Also, a number of government video professionals from DC Court Services, The Pentagon Channel, The Library on Congress, etc, will be delivering keynote addresses. In addition, the event will consist of "Meet the Government" panels, conference programs, and a

variety of networking opportunities including, group and association meetings. NewsBay Media, a publisher of digital content creation media, will be hosting the conference.

Broadcast Pioneer Dies at 81

Peter Storer is best known for his contributions and association with Storer Communications, a family business that grew to be a leader in broadcasting and the fourth largest MSO at the time. Originally titled, Storer Broadcasting, Storer was appointed as CEO following his father's untimely passing in 1975. Storer expanded the business, changed its name, and by 1985 the company owned seven TV stations and cable franchises and served people in over 18 states. He led an influential life in broadcasting, and on November 8, 2009 he was pronounced dead at his home in Saratoga, Wyoming. Causes stem from cardiovascular disease; his funeral service will be held on November 14, 2009.



IMF Announces Worldwide Economic Forecast

For the first time in two years, IMF has announced that the world GDP is expected to increase 2.5% in 2010; a 1.9% leap from an April forecast. IMF recently released the World Economic Outlook, which projects a great deal of hope in the nations economic future. Led by emerging markets, they believe a key factor in this growth is the bailout and stimulus packages. Countries like, the United States, France, and Japan are all seeing economic progress in the upcoming year, while Germany and the European area still show negative numbers in 2010. And though the increase seems promising, it will be a slow and possibly derailed process if, in the future, current policies are no longer in place.

New Satellite Innovation



At the IBC 2009 showcase, GigaSat, a leading supplier in mobile satellite earth stations, exhibited its first commercial version of the MicroSat. In the previous year, GigaSat showcased a variety of fly-away and drive-away antennas and satellite sub-system products. The new satellite IP terminal features a flat panel antenna, which is 90% efficient, achieving big system performance. The MicroSat is also capable of transmitting MPEG-2 and MPEG-4 formats and can transfer at a rate of up to 4Mbps. And all of these features are offered in a compact, all-in-one size versus competitors. Disaster relief and secure government and military communications are among the systems ideal broadband data connection requirements. The satellite terminal is possibly the world's first genuine broadband IP newsgathering terminal transportable as carryon luggage.

India Exhibition Delivers



Broadcast India 2009 was held at the Bombay Exhibition Centre in Mumbai. The 19th annual event took place from October 29 - 31, and was highly anticipated to be bigger and better than the year's prior. More than 500 companies from 31 countries took part in the prestigious global display for the film, infotainment and television industries. Panasonic, Harris, AVID, Playbox, Hitachi, Digital Vision, and Canon, were just a few of the exhibitors that launched new product versions at the conference. Guests from around the world were able to experience the most up-to-date innovations in products, services and technology as well as a number of guest speakers discussing a range of technological topics.

Apple Wins Copyright Infringement Suit



Apple Inc. recently sued Psystar Corporation, to prohibit the sale of "open computers", or PCs with Mac OS X Leopard preloaded onto them. Apple claimed Psystar violated three of its rights including its reproduction right, its distribution right and its right to create derivative works. The Miami-based company was selling illegal copies of their operating systems when Apple filed a suit in July 2008. Psystar filed a countersuit in December 2008, stating copyright misuse, but the claim was dismissed. Judge William Alsup ruled in favor of Apple, stating their copyright infringement claim was valid (Apple prohibits non-Mac brand devices running Mac OS) and that Psystar had an unofficial copy of the operating system that lacked authorization of the copyright owner. Apple Inc. has been in endless battles with a number of companies, fighting to keep Mac software exclusively on Mac-branded products.

WE HAVE MOVED :

Our New address is:

D.I.S. Consulting Corporation
547 West 27th Street, Suite 301
New York, NY 10001 USA
Tel: (212) 213-6872
Dougsheer @gmail.com

Sincerely,

Doug Sheer
D.I.S. Consulting Corporation

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to dougsheer@aol.com by doug@disresearch.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Dis Consulting Corporation | 10 Waterside Plaza, Suite #33D | New York | NY | 10010