

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

Mobile/OB World™ 2010

Publication Date: November 2010

General Overview:

Mobile/OB World™ 2010 was 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 mobile and outside broadcast equipment will be surveyed, census style, in this new global “bottoms-up” effort.

Market Sectors covered Include:

- 1) Electronic News Gathering Trucks
- 2) Satellite Vehicles
- 3) Large Production Trucks/OB Vans
- 4) Helicopters

In fall of 2010, we published the comprehensive report, showing all results in Total (all sub-markets) and one report each for the four (5) major geographic regions (USA, Europe, M-E/Africa, Asia-Pacific and the Americas). Those reports are modularly available for purchase. The Survey Covers 10 genre of mobile & outside broadcast oriented products, including:

A total of 10 product genres were covered in this survey:

- Graphics Systems
- Servers
- Prompting Systems
- Camcorders
- Cameras
- Microwave Communications Systems
- Masts/Antennas
- Production/Post Production Switchers
- Editing Systems
- Audio Consoles

Key Issues:

Mobile/OB has some unique approaches and workflows for video and audio processing that creates news programming, where it is captured, edits it and stores it. In such systemic approaches reside, not only in news gathering trucks, production trucks, outside broadcast vans, satellite vehicles but in other vehicles such as helicopters.

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 and less pages of unneeded detail. There is even a 'leaders summary' that provides an easy to absorb view to your senior executives.

Actual Sample Frame and Lists Sourced:

The *Mobile World™ 2010* project used 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.

Vertical Market	USA	Europe	Asia	M-E/ Africa	Americas	TOTAL
<i>News Gathering Trucks</i>	93	105	61	58	62	379
<i>Production Trucks/OB Vans</i>	90	95	48	55	49	337
<i>Satellite Vehicles</i>	70	75	35	55	48	283
<i>Helicopters</i>	50	65	27	45	37	224
<i>Total User Markets</i>	303	340	171	213	196	1223

Lists by Region and Marketplace

Markets	USA	EMEA	ASIA	AMERICAS
News Gathering Truck	NAB/SMPTE Broadcasting & Cable Ybk RTNDA	NAB/IBC/Kemps World Guide Film & TV RTS	BA/IBC/NAB ABU/SMPTE World Guide	NAB/IBC World Guide Film & TV Set/Caper
Production Trucks	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps, etc.	NAB/IBC Set/Caper
Satellite Vehicles	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps	NAB/IBC Caper/Set
Helicopters	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps, etc.	NAB/IBC Set/Caper

Report Table of Contents

FRONT MATTER:

Introduction & Methodology
Staff Page
About D.I.S.
Executive Summary
Industry 5-Year Forecasts

GENERAL REPORT:

Type of OB business
Count of trucks
Size of operation
Leading Applications such as: News, Archive, Documentary, Sports, Movies, News/ENG, 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 OB workflow applications
Number of employees
Number of staff having access to OB gear
Extent of purchase authority
Comparable ranking
Type of station or facility

TECHNOLOGY TRENDS:

Type of Mobile/OB vehicles 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
Processing orientation and IP issues
HD versus SD
Compression use
Computer platforms used
Year of first system purchase
Year of latest system purchase
Troublesome problems such as crashes, snags
Features issues
Summary of key features of systems
Number and types of equipment
Other systems that news systems integrate with
Future OB 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) – Mobile/OB Equipment By vertical market – by Genre – for each of the categories

Number of 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 2010
Value in dollars
Number of units planned for 2011
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

Mobile/OB Brands To be included- But Not Limited To:

Apple, Autodesk/Discreet, Avid, Ampex, Asaca, EMC2, EVS, GVG, Harris/Leitch/ASC, IBM, Ikegami, Omneon, Odetics, Quantel, Panasonic, Philips/DVS, Snell, Chyron, Red, SeaChange, Silicon Graphics Incorporated (SGI), Sony, etc.

Format of Reporting Data:

Summary tables, color Excel charts, graphs and the written executive summary section show both quantitative and qualitative results in each section or product category. The entire research report is delivered on a CD Rom. Three types of reports are available:

1. Mobile/OB PRODUCT REPORTS

- Mobile/OB 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 and 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 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 2010](#) for their help, estimated to be worth \$450 USD to them.

Clients Provide Inputs to Questionnaire and Report Format and Design:

The questionnaire was 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 several others on its syndicated projects. This core research group is augmented by the use of other freelancers, as appropriate, for the individual projects undertaken.

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.

Mobile/OB World™ 2010
The First Global Market Survey

** Pre-Publication Prices*
(-20% Discounted)

Post-Publication Prices
Orders After
Publication

Report Type*

**Purchases which occur approximately three months before publication,*
Offers a 20% discount off of post-publication price

*Pre-Publication** \$9,950 USD
Post-Publication \$12,050 USD

Regional Reports			
<input type="checkbox"/>	1 region or product	\$5,950	\$7,140
<input type="checkbox"/>	2 regions or product	\$6,961	\$8,353
<input type="checkbox"/>	3 regions or product	\$8,144	\$9,772
<input type="checkbox"/>	ALL 4 regions/products (Global FULL Sponsorship)	\$9,950 <u>FULL GLOBAL</u>	\$12,050 <u>FULL GLOBAL</u>
<i>The following sections are FREE with the above packages OR available a la carte at the rates illustrated below</i>			
	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

- General Report is FREE with orders of one or more regions
- Brand Image report is FREE to sponsors of one or more regions/product genres

Published reports must be paid in full at time of purchase

**Reports purchased with future publication date are paid 50% in advance
and 50% upon delivery of report**

** 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*

Terms are that the down payment of fifty-percent (50%) of the fee is due on subscription (sponsorship) with our invoice and the remaining fifty-percent (50%) payment on our delivery of the report(s) to you. 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 *Mobile/OB World™ 2010* was based on other benchmark surveys, 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.

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