

## **NAB Time for Positioning for Market Recovery**

Ok, we know what you've been through. We have too. This past six months has been absolutely awful. But, that was then and this is now. NAB always represents a positive shift in our marketing experience. And, if anything can restart our businesses it's this show.

While the precise time frames for an uptick are a bit elusive, we can already see proof positive that an economic recovery is coming. Unemployment claims have become more stable and in places even dropped. Retail sales have grown. Housing starts and house sales have perked up. People are finding low cost mortgages readily available. Small businesses are able to find loans. People can buy cars with very good terms. Banks are staying open, and local banks are more stable than big national ones. And, there are signs that even the big ones are finally showing signs of stability after the bailout funds were infused. Best of all, Wall Street seems to believe that a bottom may have occurred and is showing early bullish signs, recording a number of plus days making the indicators surge into positive territory.

While our industry has convulsed and compressed somewhat, there are some signs that it will begin the long road to building back its balance and growth. Right now, we are predicting a substantial 2010 strengthening and certainly one in 2011. Yes, the show attendance for NAB may be off somewhat, some exhibitors may have pulled out or sent less people, but let's keep focused on who is *still* coming and the fact that it is the market maker in the entire industry. The quality is still there in big quantities worth encountering even if the numbers are reduced. There will be less tire kickers, more decision-makers and, therefore, better pickings.

Standing up, making a plan and taking action is a much better tactic than curling up in a fetal position and sucking our collective thumbs. So, read on. We have some ideas that will help get you there.

### **You Need a Strategy**

You've been counting the negatives long enough. Just crossing your finger and praying ~ not a bad idea, but not quite enough ~ will not get you where you want to go, but planning will. You need a strategy predicated on the fact – yes, we said fact – of the recovery. You need to target the best possible markets for your unique mix of products and services. You may be able to do that yourself, or you may need help. If you do, we are here and can make an affordable difference.

### **Operate from Strength – put your strongest Products First**

But, essentially, what we recommend is to prioritize your strengths rather than try to prop up your weaknesses. Specifically, if you have a few products that are doing pretty well and a bunch that are not, we suggest spending the limited money and putting the greatest emphasis on promoting those already stronger products, rather than frittering resources in the vain attempt to move clunkers out of the warehouse. That is one tactic that actually works. Once those appropriate products have been identified, adopt a plan that puts them first. Then, keep them out front and give them the resources they require to get the needed marketplace attention.

### **Retain your best people**

As your business starts to come back to greater strength you are going to need more people and to use your existing staff for more work. So, start now to think about a) retaining them and b) re-staffing with more help. We have spoken before about the need to hang on to the best trained staff. Now you need to put that into higher gear, as you tool up for increased business.

### **Sell More to your Best Customers**

Seems like a no-brainer, but it is your repeat customers that represent the most likely source of new orders, or really re-orders. Don't ignore new potential customers but catering to your best customers should lead you back to more sales faster. Even if their business has been off and their budgets down, as they come back they will be there for you, if you remember to cater to them.

### **Focus on the Strongest Regions**

A lot of the most positive news in the recession has been coming not from the USA or EMEA regions but rather from Asia and the Americas. Did you know that Brazil has seen growth and not decline? Are you only active in the USA or any other single region? Then focus on the strongest of those regional areas. How can you make that work? Hold dealer shows in that region. Support local chapters or sections of SBE, AES or SMPTE in playing host sponsor or actually giving the presentations. Use local media and/or e-mail blasts to reach target audiences.

### **Put it in Writing**

Furthermore, whatever you choose to do as your strategy put it in writing in a short business or marketing plan. Once it is done then stick to that plan and track the results.

### **Create a Positive Message That Solves Customer Problems**

People are struggling with their budgets, with keeping staff employed and finding their own sales. Your messages must be tailored and crafted to address that reality. And, your story should be framed in a way that delivers true helpfulness and real benefits in an easy to perceive manner. Messages should begin with stating the benefit and end with explain precisely how that benefit will be delivered to the customer.

Good luck!

### **NEWS YOU CAN USE**

#### **Let's Get Sirius**

Financially struggling Sirius XM Radio Inc. has devised a way to stream its subscription radio service over the Internet to iPhone and other iPod products beginning later this spring. The company has 19 million subscribers in the USA and has made an effort to make the delivered service reach far beyond the existing subscriber base. Liberty media Corp bailed out Sirius to the tune of \$530 million last month helping to keep the \$1 billion dollar debt laden Sirius stay afloat.

## **IBM and Sun Consider Marriage**

Data powerhouse IBM is considering a takeover of Sun that may result with substantial Sun layoffs. While the combination may not be initially making sense to outsiders, it would be a fairly inexpensive one for IBM – reputedly only \$6.5 billion in cash. Sun is stronger in data servers than IBM, which is probably the main appeal. There are approximately 1.6 active data servers of Sun, worldwide, according to researchers IDC.

## **India Success with its DRM consortium**

The decision taken by All India Radio (AIR) to take up digital radio broadcasting using the Digital Radio Mondiale (DRM) system was described as "a major success" for the DRM consortium in a recent statement from that body. The 2009 General Assembly of the DRM consortium recently held in Erlangen, Germany, was told that the Indian public broadcaster had started making significant investments in DRM technology and had purchased transmitters and other equipment to assure its deployment. All India Radio started DRM digital shortwave services to Europe using a powerful shortwave transmitter pretty recently. The broadcaster is expected, additionally, to roll out a major plan on providing DRM digital radio services in the medium wave band soon.

## **Net books replace notebooks and laptops**

The down economy may well have turned out to be the best thing for a new type of notebook computer known as the net book. You may have heard that term over the past few months, but you might not know what it means. Essentially, it's a low-cost (between \$250 and \$700), ultra-small-size screens, and lightweight (2-3-pounds, typically) mini-laptop that pretty much every major computer manufacturer (and a few not so major) have started releasing on the marketplace. Though they're able to handle a lot of the tasks of traditional laptops -- thanks to the Atom processor found inside many of them. Processing, e-mailing, music, uploading photos and streaming media, mainly leisurely tasks that don't involve any high-def DVDs or graphics-hungry computer games. Net books typically run Windows XP, Vista or Linux. In general, XP and Linux are preferred as they are less resource-hungry and run more smoothly on net books giving them fast boot-up times. Keyboards are often slightly smaller than average, which can be a deal breaker for those who need a work laptop. Regardless, if you absolutely must get a new portable PC this year and you don't have much of a budget, investing in a net book may well be the solution.

## **TV Pioneer Thomas T. Goldsmith Jr. dies at 99**

A staffer of Allen B. DuMont and early developer of television technology, Thomas T. Goldsmith Jr., died last week at the age of 99. He was known for developing and perfecting the Cathode Ray Tube. Originally shown at the 1939 World's Fair in Queens, NY, the CRT tube, the early round-shaped TV screens based on them, paved the way for the deployment of a practical TV system in post-war homes. During the war, the DuMont and RCA firms shared their knowledge for the sake of the military. Eventually the original DuMont closed in 1955 but was merged with Fairchild Camera. Goldsmith was

also a visionary who developed the prototype for what many decades later would become the interactive video game.

### **SMPTE and CST Plan Increased Cooperation**

The Commission Superieure Technique de L-Image and the Society of Motion Picture & Television Engineers have signed a memo of understanding regarding their intent to provide support for each other's efforts to develop standards and foster cooperation in apply them, globally.

### **Hearst Considers Buying Hearst-Argyle via Tender Offer**

Hearst Corporation is making a move to position it to buy the Hearst-Argyle television stations. It announced it intends to make a tender offer for all of the outstanding shares of Hearst-Argyle Television, Inc. (NYSE: HTV) not already owned by Hearst for \$4USD per share cash. The offer price represents a premium of approximately 91% over their current price. The news has boosted the Hearst-Argyle stock to about \$4.10 at double what it was prior to the announcement. Hearst expects to start the offer in mid April, with offering materials mailed to Hearst-Argyle stockholders. Hearst Corporation already owns 15 daily newspapers and 49 weekly newspapers. Hearst-Argyle owns 29 stations.

### **Wall Street Sees the Bull Charge**

After a protracted rampage by the bears and a prolonged down cycle, the market have been seeing – for a few weeks now – and that shows that the market believes that it may have seen a bottom and has attracted profit seeking investors. Even bank stocks, sitting at all-time lows, began to attract speculative investment by bulls seeking to take advantage at probable bounce-backs given that governments have been baling those banks out and the belief that money can be made as the banks come back. Prompted in part by U. S. Treasury Secretary, Timothy Geithner's more finessed and detailed plan for the banks and absorbing their toxic assets which sparked demand to cash in by investors, the rally seems in full tilt. The Dow soared 500 points on one day and hundreds on other days. Also helping is governmental support for mortgages as well as AIG executive's promise to return million dollar bonuses thus defusing public outrage over bailout excesses. The past few weeks have been very encouraging.

### **Throwing the Book at Editing**

John Buck is authoring what may turn out to be the definitive history of video editing starting in 1945. If you happened to work for CMX, Ampex, IVC, Cartri-Vision, Convergence, ISC, BHP, D/Vision, Lightworks or and early editing system vendor, John would like to hear from you at: [cmx600@gmail.com](mailto:cmx600@gmail.com).

### **Shows on the Horizon**

Among the upcoming industry events of note, after NAB, are: KOBA 26-29 May in Seoul, Korea, then Broadcast Asia in Singapore, June 16-19, and BIRTV which returns to Beijing, China this coming August 26-29 and, finally IBC that occurs this year in Amsterdam the 10-15 of September.

## **DIS AT NAB**

DIS is once again exhibiting at the NAB Show and we are located this year – not in South Hall but in Central. Actually, just outside Central Hall, in the lobby area of the LVCC, at the entrance that leads to NuCOMM and Panasonic and near the International Reception Center and NAB Store. It's booth L14.

Reaching us during the show is best accomplished via mobile phone or e-mail at:

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In all, DIS will be discussing its 28 annual global reports as well as custom assignments and a new type of consulting service.

The ideal way to meet with us is to pre-set an appointment where we come to your booth. For that reason, we are suggesting that you contact us in advance and tell us the best day and time to see you.

### **New DIS Reports Published**

Three new research reports have been published by DIS in the ramp up to the NAB Show 2009. They are: *Video Editing World tm 2009*, *Professional Camcorders World tm 2008* and *Sports Video World tm 2008*. All will be viewable in brief during the show or you may find prospectuses for them on our web site [www.disresearch.com](http://www.disresearch.com). In all, DIS publishes 28 reports, annually that focus on the professional and broadcast space.

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