

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

Sports Video World™ 2012

Publication Date: April 2012

General Overview:

Sports Video World™ 2012 is the fourth tracking/global report of sports related TV equipment. It is the most comprehensive syndicated market research surveys ever conducted regarding these products in the world. The global news market of end-users was surveyed, census style of this global “bottoms-up” effort.

Market Sectors covered Include:

- 1) Broadcast, TV Cable, Satellite & IPTV
- 2) Sports-oriented production service providers, production facilities and Mobile/OB Operations
- 3) Educational / Collegiate sports arenas
- 4) Professional sports arenas

In the spring of 2012, we will publish a comprehensive report, showing all results in total (all sub-markets) and one report each for the five (5) major geographic regions (USA, Europe, M-E/A, Asia-Pacific and the Americas). Those reports will be modularly available for purchase.

Products Covered

- 1) Cameras
- 2) Camcorders
- 3) TV Lenses
- 4) Instant Replay Systems
- 5) Video Displays
- 6) Editing Systems
- 7) Graphics
- 8) Servers
- 9) Production Switchers / Routers
- 10) Routing Switchers

Key Issues:

Define and tighten definition of the size and shape of the market, to help clarify grey areas of additional sports activity, likewise, SVW reports on technology trends that are either unique or central to the coverage of sports.

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 *Sports Video 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 in the U. S., Europe, the Middle East, and Africa, Asia and the Americas.

The Market and Minimum Response Level Sought: 1,200 Respondents

4. Asia

4. The Americas

Market Segment & Regional Universe	Responses Sought**				
Vertical Market	United States	Europe & MEA	Asia	Americas	Global
Broadcast	110	70/30	90	60	360
Cable	100	60/30	80	60	330
Production/Post-Production	90	50/25	50	40	255
Institutional Facilities	90	50/25	50	40	255
Total User Markets	390	230/110	270	200	1,200

Lists by Region and Marketplace				
Markets	USA	EMEA	ASIA	AMERICAS
Broadcast/Cable/Sat	NAB/SMPTE Broadcasting & Cable Ybk RTNDA	NAB/IBC/Kemps World Guide to Film & TV RTNDA	BA/IBC/NAB ABU/SMPTE World Guide	NAB/IBC World Guide Film & TV Set/Caper
Production/Post-Prod	NAB/SMPTE O'Dwyers	IBC/Kemps Compass	BA/IBC/NAB Kemps, etc.	NAB/IBC Set/Caper
Institutional	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, etc.	BA/IBC/NAB Kemps/China & Japan guide	NAB/IBC guides SET/Caper
Cable	NAB/SMPTE O'Dwyers	IBC/Kemps Compass	BA/IBC/NAB Kemps, BIRTV, InterBEE	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
Size of Budget
Budget Increasing, decreasing or remain same
Size of Revenues
Revenues increasing, decreasing remain same
Type of graphics applications
Number of employees
Number of staff having access to sports gear
Extent of purchase authority
ADI or comparable ranking
Type of station or facility

TECHNOLOGY TRENDS:

Type of compression utilized
Maximum bit rate capacity
Departments responsible for major sports systems
MPEG orientation and IP issues
HD orientation and transition
3D orientation and deployment
Compression use
Computer platforms used
Disk drives versus tape drives
Year of first graphics system purchase
Year of latest graphics system purchase
Troublesome problems such as crashes, snags
Summary of key features of systems
Number of drives or servers planned
Graphics software used
Other systems sports systems integrate with
Future graphics technology preferences
Other additional graphics workflow issues

MAGAZINES & TRADE SHOWS:

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

PRODUCT REPORT(S) –Cover 10 Sports Genres Including:

- 1) Cameras
- 2) Camcorders
- 3) TV Lenses
- 4) Instant Replay Systems
- 5) Video Displays
- 6) Editing Systems
- 7) Graphics
- 8) Servers
- 9) Production Switchers / Routers
- 10) Routing Switchers

By vertical market
Number of Systems owned (installed)
Number of units by brand
Value in dollars
Number of units owned
Number of units purchased in 2011
Value in dollars
Number of units planned for 2012
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

BRANDS TO BE INCLUDED -- But Not Limited To:

Accom/Abekas, ADC, Adcom, Adrienne, Ampex, BAL, Broadcast Pix, BTS/Bosch, Broadcast Technology, Broadcast Video Systems, Brick House, Comprehensive Video, Datatek, Datavideo, Dynatek, Digital Video Systems (DVS), Echolab, Ediol, Evertz, Extron, Focus Enhancements, For-A, EVS, Grass Valley Group, Gefen, Hedco, Hitachi, Horita, Hotronic, Ikegami, Inline, Image Video, JVC, Kramer, Knox, Multidyne, Network, Nevion, Newtek, Nvision, Oxtel, Omneon, Panasonic, PESA, Philips/DVS, Pinnacle Systems, Pro-Bel, Ross Video, Quantel, Quartz, Sierra, Sigma, Snell & Wilcox, Sony, Ultimate, Utah Scientific, VGV (Video Gainesville), Videotek and others.

See the questionnaire for greater detail

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. PRODUCT REPORT

- Sports systems product categories and related aspects surveyed
- Unit and market value data
- Brand and leading model market shares
- Installed base (owned)
- Purchases in the past 12 months (2011) and value
- Plans to buy in the next 12 months (2012) 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 sports industry
- Equipment budgets and buying habits
- Demographics
- New Technologies, applications and trends, such as IP, 3G, Cloud, 3D, 4K, 8K, virtual cameras
- Applications planned/used
- 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
 - 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.

The transition in the past from the exclusive use of hard copy direct mail to our new method began as a combination of Direct mail collection grouped with the CATI houses and the on-line website (both using a synchronous questionnaire) where we collected the responses and data entered all of them for tabulation purposes. D.I.S. Consulting Corporation's new software and structure permits nearly endless cross-tabulations or correlations of different aspects of the questionnaire (consult with us if you want a special cross-tabulation done).

We invited professionals to the website – enrolled them – and collected their individual product data using an on-line method. Up to date mailing lists were used including the freshest (international) the NAB Show attendee list, the similar IBC list (also international) as well as numerous other industry sourced mailing lists like Kemp International. All of them were also merged together to form an e-mail list for domestic and international calls.

INCENTIVES:

Survey respondents will receive a copy of the latest *DIS Sports Video End-User Report* for their help, estimated to be worth \$450.00 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.

Overall Design:

The design of *Sports Video World™ 2012* is based on previous surveys of its kind, and 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 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
DIS Consulting Corporation
Box 22
Livingston Manor, NY 12758, USA
dougsheer@gmail.com
Telephone: 917-692-0975

General Information:
Info@disresearch.com