

# 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*

## ***Studio/Box/Field Camera World™2010***

To be published: Late July 2010

### **General Overview:**

*Studio/Box/Field Camera World™2010* is the benchmark GLOBAL survey of studio, field cameras and box cameras and is seen as the most comprehensive, census-style syndicated market research survey ever conducted of these products globally. It is based off of three years of experience reporting from *Studio Camera World*, from which D.I.S. chose to integrate research on Box cameras to better serve our clients changing needs. Note: Studio Cameras were done by themselves in the past, but now are being covered under one umbrella project with Box Cameras, but taken separately, reported and forecast separately as well.

### **Markets Surveyed:**

Four sub-markets of professional audio end-users will be surveyed, globally. They include the following groups:

- Broadcast, Cable Networks & Satellite Stations
- Production and Post-Production
- Mobile/Outside Broadcast
- Independent Film & Video Companies
- Event Videographers
- Institutional (Church, Government, Corporate, Medical & Educational)
- Equipment Rental Houses

### **World regions include:**

- USA
- Europe
- Middle-East-Africa
- Asia-Pacific
- The Americas (including Central and South America).

The survey, in terms of product and market coverage, is far reaching and overall reporting detail focuses on those market segments of interest to the client, including installed base (number and type of studio cameras/box/field cameras owned), actual 2009 and actual/anticipated 2010 purchases, plans and a 5-year forecast of all sales. We will publish a comprehensive report, showing all results by type, sub-market and world regions surveyed. End-user

data will be collected by phone, and augmented by questionnaires completed online. The data will be sorted and warehoused in an online database and analyzed and less unnecessary detail. There is even a 'leaders' summary' with key findings and an easy-to-read 'bird-eye view' made especially for senior executives.

**Key Issues:**

Among the most important issues this year are the following:

- Camcorders challenging studio cameras
- Competing formats and the proliferation of HD
- Plummeting prices are eroding manufacturer's profits
- 3D is challenging the dominance of pure HD
- Build up of consumer 1080p demands higher quality recording
- Maintaining rugged strength despite miniaturization
- Lowering power drain becoming important
- Increase in use of fixed-position broadcast quality gear
- We are not, however, seeking to count CCTV cameras in this study

**Deliverables:**

The sponsors receive a CD-ROM and an electronic copy of the survey results for those regions they have sponsored and/or globally if they have purchased the survey in its entirety. Our new reporting style features more analysis, more salient section summaries.

**Sample Frame and Lists Sourced:**

The *Studio/Box/Field Camera 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 in the U. S., Europe, the Middle East, and Africa, Asia and the Americas.

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

This tracking survey covers four regions:

1. USA      2. Europe      2. ME/A      3. Asia      4. The Americas

<b>Market Segment &amp; Regional Universe</b>						<i>Responses Sought**</i>
<b>Vertical Market</b>	<b>USA</b>	<b>Europe</b>	<b>ME/A</b>	<b>Asia</b>	<b>Americas</b>	
<b>Broadcast/Cable</b>	<b>80</b>	<b>70</b>	<b>60</b>	<b>45</b>	<b>30</b>	<b>285</b>
<b>Production/Post-Production</b>	<b>70</b>	<b>50</b>	<b>40</b>	<b>35</b>	<b>20</b>	<b>215</b>
<b>Mobile/OB</b>	<b>50</b>	<b>40</b>	<b>30</b>	<b>25</b>	<b>20</b>	<b>165</b>
<b>Ind. Film and &amp; Video</b>	<b>50</b>	<b>40</b>	<b>30</b>	<b>25</b>	<b>20</b>	<b>165</b>
<b>Event Videographers</b>	<b>50</b>	<b>30</b>	<b>30</b>	<b>25</b>	<b>15</b>	<b>150</b>
<b>Institutional Facilities</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>25</b>	<b>15</b>	<b>130</b>
<b>Equipment Rental</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>90</b>
<b>Total User Markets</b>	<b>350</b>	<b>280</b>	<b>240</b>	<b>200</b>	<b>130</b>	<b>1,200</b>

<b>Lists by Region and Marketplace</b>					
<b>Markets</b>	<b>USA</b>	<b>EUROPE</b>	<b>EMEA</b>	<b>ASIA</b>	<b>AMERICAS</b>
<b>Broadcast/ Cable</b>	<b>NAB/SMPTE Broadcasting &amp; Cable Ybk</b>	<b>NAB/IBC Sonovision</b>	<b>NAB/IBC/Kemps World Guide to Film &amp; TV</b>	<b>BA/IBC/NAB ABU/SMPTE World Guide</b>	<b>NAB/IBC World Guide Film &amp; TV</b>
<b>Production/ Post</b>	<b>Broadcasting &amp; Cable Ybk, RTNDA, SMPTE</b>	<b>NAB/IBC Sonovision</b>	<b>NAB/IBC/KempsW orld Guide to Film &amp; TV</b>	<b>BA/IBC/NAB Kemps BIRTV</b>	<b>NAB/IBC</b>
<b>Mobile/OB</b>	<b>NAB/SMPTE O'Dwyers</b>	<b>NAB/IBC Sonovision</b>	<b>IBC/Kemps Compass</b>	<b>BA/IBC/NAB Kemps, etc.</b>	<b>NAB/IBC Set/Caper</b>
<b>Ind. Film &amp; Video</b>	<b>NAB/SMPTE Yellow Pages</b>	<b>NAB/IBC Sonovision</b>	<b>NAB/IBC/Kemps Sonovision,</b>	<b>BA/IBC/NAB Kemps/China &amp; Japan guide</b>	<b>NAB/IBC guides SET/Caper</b>
<b>Event Videographers</b>	<b>NAB/SMPTE O'Dwyers</b>	<b>NAB/IBC, Sonovision</b>	<b>IBC/Kemps Compass</b>	<b>BA/IBC/NAB Kemps, BIRTV</b>	<b>NAB/IBC Set/Caper</b>
<b>Institutional</b>	<b>NAB/SMPTE Yellow Pages</b>	<b>NAB/IBC Sonovision</b>	<b>NAB/IBC/KempsSo novision etc.</b>	<b>BA/IBC/NAB/ Kemps/China Directory &amp; Japan Guide</b>	<b>NAB/IBC SET/Caper</b>
<b>Equipment Rental</b>	<b>Broadcasting &amp; Cable Ybk, RTNDA, SMPTE</b>	<b>NAB/IBC Sonovision</b>	<b>NAB/IBC/Kemps, World Guide to Film &amp; TV</b>	<b>BA/IBC/NAB/ Kemps etc. BIRTV</b>	<b>NAB/IBC</b>

**Overall Design:**

The design of *Studio/Box/Field Camera World™ 2010* is modeled after the previous surveys of this kind, and the 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, as well as 29 years that D.I.S. Consulting Corporation has conducted custom, large multi-client and proprietary end-user and dealer market research surveys in the professional imaging and communications sectors in the U.S. and Europe since 1982. In all, Sheer and his firm have served more than 1,400 industry clients.

**Experienced Staff:**

D.I.S. Consulting Corporation maintains six regular staff and utilizes a project staff of five others on its syndicated projects. This core research group is augmented by use of other freelancers, as appropriate, for the individual projects undertaken. In all, D.I.S publishes 28 reports annually.

**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.

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's 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 [NAB Show/D.I.S. Broadcasting, Audio & Video Global Industry Trends 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.

SAMPLE TECHNOLOGY TRENDS— FROM STUDIO CAMERAS WORLD™2007



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**Overall Design:**

The design of *Studio/Box Camera World™ 2010* is based on previous surveys of its kind, 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.

**Report Table of Contents**

<p><b>FRONT MATTER</b> Cover &amp; Spines Introduction &amp; Methodology Staff Roles &amp; Biographies Executive Summary Industry Forecasts</p> <p><b>GENERAL REPORT</b> Type and size of operation Leading applications as such: Sports, Motion Pictures, Robotic Fixed, Live Events, etc. Size of budget Budget increasing, decreasing or remaining (2009/2010/2011) Size of revenues Revenues increasing, decreasing, remaining (2009/2010/2011) Number of employees Number of staff having access to audio systems Extent of purchase authority Type of station or facility</p> <p><b>TECHNOLOGY TRENDS</b> Recording formats-video Departments responsible for camcorder equipment Workflow patterns Compression use Computer platforms used Disk versus tape Year of first test equipment purchase Year of latest test equipment purchase Use of Fiber Channel, Ethernet or SCSI Troublesome problems Summary of key features Other systems integrated with</p>	<p><b>MAGAZINES &amp; TRADE SHOWS</b> Trade magazines read, most valued Trade shows attended, valued</p> <p><b>BRAND IMAGE REPORT – BY GENRE</b> General criteria for Brand Image Rankings Image rankings of major brands of servers including: For: a) Price, b) Quality, c) Reliability and d) After-sales-service</p> <p><b>PRODUCT REPORTS – BY GENRE</b> By vertical market and region Number of the below systems owned (installed) Number of units by brand, model, type or series Value in \$ and number of units purchased in 2009/2010 Value in \$ and number of units planned for 2011 Value in dollars and/or euro Breakdowns by major application groups Longer term prospects for sales – 5-year forecasts</p> <p><b>With Brands to include:</b> Canon, Thomson/Grass Valley Group, Hitachi, Ikegami, JVC, NEC, Panasonic, Philips/BTS, Red, Sony, Toshiba, ARRI, etc. (for final lists please see the on-line questionnaire)</p>
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**Format of Reporting Data**

Summary tables, color Excel charts, graphs and a written summary sections show the quantitative results in each section or product category and are prepared using Microsoft Word™ 6.0, and Excel™ 7.0. The tables showing full corporate results and regional detail for all questions asked are also provided. The report is also available on computer disc. Below see report outline.

### **1. Product Report**

- Sections of the product genre categories surveyed
- Unit and market value data in each
- Brand and leading model market shares
- Installed base (owned)
- Purchases in the past 12/24 months and value (2009/2010)
- Plans to buy in the next 12 months and value (2011)
- Prospects for out years (5-year forecasts)
- Custom reports available (special cross-tabulations)

### **2. General Marketing & Media Report**

- Trends relating to the overall state-of-the industry
- Equipment budgets and buying habits
- Demographics
- New Technologies, applications and trends, such as IP, TV, HD, 3D, MPEG, 1080p
- Applications planned/used for, Streaming, MPEG, News, Sports, etc
- Trade magazine readership and trade show attendance and preference

### **3. Brand Image Report**

- Brand image ratings for pre-field, 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, pricing, quality
- Ratings compared by brand, and in each factor, as well as by overall composite brand image. All charts also show the industry average

**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.

<b>Studio/Box Camera World™ 2010</b>	<b>* Pre-Publication Prices</b>	<b>Post-Publication Prices</b>
<b>The First Global Market Survey</b>	<b>(-20% Discounted)</b>	<b>Orders After Publication</b>

**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

<b>Regional Reports</b>			
<input type="checkbox"/>	<b>1 region and sub-genre</b>	\$5,950	\$7,140
<input type="checkbox"/>	<b>2 regions and sub-genre</b>	\$6,961	\$8,353
<input type="checkbox"/>	<b>3 regions</b>	\$8,144	\$9,772
<input type="checkbox"/>	<b>ALL 4 regions</b>	<b>\$9,950</b>	<b>\$12,050</b>
	<b>(Global FULL Sponsorship)</b>	<b><u>FULL GLOBAL</u></b>	<b><u>FULL GLOBAL</u></b>
The following sections are FREE with the above packages OR available a la carte at the rates illustrated below			
	<b>Global Brand Image Report</b>	\$3,495	\$4,194
	<b>Single Region Brand Image Report</b>	\$2,495	\$2,994
	<b>Global Trade Media &amp; Shows Sections</b>	\$3,495	\$4,194
	<b>Regional Trade Media &amp; Shows Sections</b>	\$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

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