

# 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*

## ***Test and Measurement World™ 2010***

To be Published: August 2010

### **Survey Description**

#### **General Overview:**

*Test & Measurement World™2010* is the first benchmark GLOBAL survey of professional test and measurement equipment product sub-genres and intended to become the most comprehensive, census-style syndicated market research survey ever conducted of these products globally.

#### **This GLOBAL survey will cover the eight (8) most important types of professional video test & measurement products:**

1. Test Signal Generators & Waveform Monitors
2. Vector-scopes & Oscilloscopes
3. Audio Test Devices
4. Logic & Spectrum Analyzers
5. Portable, Handheld Test Devices<sup>1</sup>
6. Audio Monitoring
7. ASI/PSIP/Stream Monitoring
8. RF Analyzers/Signal Generators/Monitors

#### **Markets Surveyed:**

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

- TV, Cable & Satellite Stations
- TV Production and Post-Production
- Institutional (Church, Government, Corporate, Medical and Educational).
- Equipment Manufacturer Labs & Service Departments

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<sup>1</sup>Additional product genres may be added by launch time if important.

**World regions include:**

- USA
- EMEA (Europe, Middle East, and 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 video test & measurement products owned), actual 2009 and anticipated 2010 purchases, 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.

**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 *Test and Measurement 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. EMEA                      3. Asia                      4. The Americas

Market Segment & Regional Universe					<i>Responses Sought**</i>
Vertical Market	United States	EMEA	Asia	Americas	
<b>Broadcast/Cable/Telco</b>	110	100	90	60	360
<b>Production/Post-Production</b>	100	90	80	60	330
<b>Institutional Facilities</b>	90	75	50	40	255
<b>Manufacturer Labs</b>	90	75	50	40	255
<b>Total User Markets</b>	390	340	270	200	1,200

Lists by Region and Marketplace				
Markets	USA	EMEA	ASIA	AMERICAS
Broadcast/Cable/Telco	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
Manufacturer Labs	NAB/SMPTE O'Dwyers	IBC/Kemps Compass	BA/IBC/NAB Kemps, BIRTV, InterBEE	NAB/IBC Set/Caper

## **D.I.S. Multi-Client Studies**

### **Overall Design:**

The design of *Test and Measurement World™ 2010* is modeled after other benchmark surveys, and the 41 years of experience that Douglas I. Sheer, DIS Consulting Corporation's CEO, has had in a variety of marketing, publishing, advertising, consulting and research positions, as well as 28 years that DIS 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.

The transition in 2004 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'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/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 tm 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.

## 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: PSIP, Audio, Video, HD, etc. Size of budget Budget increasing, decreasing or remaining (2009/2010) Size of revenues Revenues increasing, decreasing, remaining (2009/2010) Number of employees Type of audio applications Number of staff having access to audio systems Extent of purchase authority Type of station or facility</p> <p><b>TECHNOLOGY TRENDS</b> Type of testing done Recording formats-video &amp; audio Departments responsible for test equipment Workflow patterns and their impact on testing 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 of test equipment Number of products that need to be routinely tested Test software used Other systems that test equipment integrates with</p> <p><b>Magazines and Trade Shows</b> Trade magazines read, preferred, most valued Trade shows attended, planned, most 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 2007 Value in \$ and number of units planned for 2008 Value in dollars and/or euro Breakdowns by major application groups Longer term prospects for sales – 5-year forecasts</p> <p><b>PRODUCT GENRE</b> Test Signal Generators/Waveforms Vector-scopes &amp; Oscilloscopes Audio Test Devices Logic &amp; Spectrum Analyzers, <i>and</i> Portable, Handheld Test Devices<sup>2</sup> Audio Monitoring ASI/PSIP/Stream Monitoring RF Analyzers/Signal Generators./Monitors</p> <p><b>With Brands to include (but not limited to):</b> Agilent, ADDA, Audio Precision, Acterna, AEMC, Burst Electronics, Cine Power, Conrac, Compuvideo, DK Audio, Dynascan, Electronic Visuals, Evertz, EXTECH, EZ Digital, Elenco, Eiden, Fluke, Grass Valley Group, hamlet, HIOKI, Heathkit, Horita, Hitachi, Harris, Hewlett-Packard, Hamlet, Impeq, LG, Lumetronics, Leader Instruments, MAGNI, Minolta, Megger, Magni, Oakridge, OmniTek, Precision, Philips, Panasonic, Photosonics, Quantum, Ravencourt, Rohde &amp; Schwarz, REM, RCA, Radio Design Labs, Snell, Sony, Sears, Shibasoku, Sencore, Textronix, Videotek, Wavetek, Yokogawa</p>
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<sup>2</sup> Additional product genres may be added by launch time if important.

## **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**

- 8 video testing 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 months and value (2007)
- Plans to buy in the next 12 months and value (2008)
- 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, MPEG
- Applications planned/used for, streaming, MPEG, 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>Sports Video World™ 2010</b>	<b>* Pre-Publication Prices</b>	<b>Post-Publication Prices</b>
<b>The Third 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</b>	\$5,950	\$7,140
<input type="checkbox"/> <b>2 regions</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>(Global FULL Sponsorship)</b>	<b>\$9,950</b> <b><u>FULL GLOBAL</u></b>	<b>\$12,050</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

**NAB Associate Member Discount for D.I.S. Consulting Full Report**

Gross Related Revenue	Purchase Price	Total Discount**
\$10,000,001 and UP	\$9,452	\$2,598
\$5,000,001 - \$10,000,000	\$8,452	\$3,598
\$1,000,001 - \$5,000,000	\$7,952	\$4,098
\$750,001 - \$1,000,000	\$7,452	\$4,598
\$500,001 - \$750,000	\$6,952	\$5,098
\$350,001 - \$500,000	\$6,452	\$5,598
\$200,001 - \$350,000	\$5,952	\$6,098
\$0 - \$200,000	\$5,452	\$6,598

\* 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 *Test and Measurement World tm 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.

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