

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

Video Editing World™ 2010

Publication Date: May 2010

General Overview:

Video Editing World™ 2010 is the seventh tracking/global report of Video Editing 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 were surveyed, census style of this global “bottoms-up” effort.

Market Sectors covered Include:

- 1) Broadcast TV
- 2) Cable stations, groups and networks,
- 3) Production service providers and studio production facilities
- 4) Institutional (Government, Education, Religious, Medical & Corporate)

In the spring of 2010, we will publish a comprehensive report, showing all results in Total (all sub-markets) and one report each for the four (4) major geographic regions (USA, EMEA, Asia-Pacific and the Americas). Those reports will be modularly available for purchase.

Key Issues:

Among the key issues in the video editing marketplace, globally, are: the shrinking number of competitors, the advent of Cloud computing, the popularity of stereographic 3D production, the concept of Native work flows, the absorption of IT methods, mass storage, collaborative work methods, saturation of systems, continued proliferation of HD, the sale of updates and upgrades versus fresh systems, average prices and the growing freelance 'laptop video' market.

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 *Video Editing World™ 2010* project uses a list of stations and facilities culled from IBC, NAB, and Broadcast Asia. We target chief engineers or the equivalent senior technology executive at stations and facilities 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					Responses Sought**
Vertical Market	United States	EMEA	Asia	Americas	
Broadcast	100	90	85	60	335
Cable	100	90	85	60	335
Production/Post-Production	95	80	50	40	265
Institutional Facilities	95	80	50	40	265
Total User Markets	390	340	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 remaining the same
Size of Revenues
Revenues increasing, decreasing or remaining the same
Type of major news workflow applications
Number of employees
Number of staff having access to displays
Extent of purchase authority
ADI or comparable ranking
Type of station or facility

TECHNOLOGY TRENDS:

Type of editing systems utilized
Maximum storage capacity
Use of storage
Departments responsible for editing systems
Post workflow patterns – shifting trends in post
MPEG orientation and transition
HD/HDV orientation and transition
Stereographic 3D
Compression Use
Computer platforms used and disk versus tape
Year of first system purchase
Year of latest purchase
Use of fiber channel, FireWire, Ethernet or SCSI
Troublesome problems such as crashes (use of firewalls)
Summary of key features of editing systems
Number of seats now used
Number of seats planned
Software used
Other systems that editing systems integrate with

MAGAZINES & TRADE SHOWS:

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

PRODUCT REPORT(S) –

By vertical market
Number of Editing Systems owned (installed)
Number of units by brand
Value in dollars
Number of units owned
Number of units purchased in 2009
Value in dollars/euro
Number of units planned for 2010
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:

Adobe, Apple, Accom, Avid/Softimage, BlackMagic, Blossom, Boxx, Calloway, Canopus (GVG), Discreet, Draco/Cassablanca, Leitch/ASC, Matrox, Media 100 (optibase), Newtek, Quantel, Panasonic, Philips/DVS, Pinnacle, Sony, etc.

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 included:

1. PRODUCT REPORT

- Video Editing System product categories and related 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
- Applications planned/used for News, Sports, Weather, Maps, etc.
- 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 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) 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 [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™ 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.

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.

Video Editing World™ 2010	* Pre-Publication Prices	Post-Publication Prices
The Seventh Global Market Survey	(-20% Discounted)	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	\$5,950	\$7,140
<input type="checkbox"/> 2 regions	\$6,961	\$8,353
<input type="checkbox"/> 3 regions	\$8,144	\$9,772
<input type="checkbox"/> ALL 4 regions (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

NAB Associate Member Discount for DIS 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

Conditions:

Published reports must be paid in full at time of purchase

Reports purchased with future publication date are advanced

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 *Video Editing World™ 2010* is based on other benchmark survey, 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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