

# **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 Switchers World™ 2010***

**Publication Date: September 2010**

### **General Overview:**

*Video Switchers World™ 2010 Equipment* is the fifth edition and is an extremely comprehensive syndicated market research survey ever conducted regarding these products, in the world. The global market for production switchers, routing systems and master control switchers will be surveyed, census style, in this global “bottoms-up” research effort.

### **Product Categories**

- Production Switchers / Vision Mixers
- Master Control Switchers
- Routing Switchers

### **Market Sectors covered Include:**

- TV, Cable & Satellite Stations
- Production, Post-Production, Freelance
- Mobile/OB
- Rental houses
- Institutional (Church, Government, Corporate, Medical and Educational).

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 switching products owned), actual purchases in 2009, actual/anticipated purchases in 2010 and planned 2011 purchases, and a 5-year forecast of all sales. In September, we will publish a comprehensive report, showing all results by type, sub-market and world regions surveyed. End-user data will be collected and completed online. The data will be sorted and warehoused in an online data base 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:**

- 3 Gig / 1080p infrastructure
- Proliferation / penetration of HD
- 3D processing
- Portable and smaller scale systems
- Automatic and programmable systems
- Branding
- Utilization of fiber
- Arrival and expansion of use of Chinese goods
- New technology

**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 *3D Production 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.

1. USA                      2. EMEA                      3. Asia                      4. The Americas

Vertical Market	United States	EMEA	Asia	Americas	Global
<b>Broadcast/Cable Stations</b>	100	95	85	60	340
<b>Production/Post/Freelance</b>	90	80	70	50	290
<b>Mobile/OB</b>	80	65	55	40	240
<b>Institutional</b>	60	50	30	30	170
<b>Equipment Rental Houses</b>	60	50	30	20	
<b>Total User Markets</b>	390	340	270	200	1,200

<b>Lists by Region and Marketplace</b>				
Markets	USA	EMEA	ASIA	AMERICAS
<b>Broadcast &amp; TV Cable Stations</b>	NAB/SMPTE Broadcasting & Cable Ybk RTNDA	NAB/IBC/Kemps World Guide to Film & TV RTS	BA/IBC/NAB ABU/SMPTE World Guide	NAB/IBC World Guide Film & TV Set/Caper
<b>Production/Post/ Freelance</b>	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps, etc.	NAB/IBC Set/Caper
<b>Mobile/OB</b>	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps	NAB/IBC, Caper/Set
<b>Institutional Facilities (Government, Medical, Corporate, Education, Religious)</b>	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps etc.	NAB/IBC Set/Caper
<b>Equipment Rental</b>	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision	BA/IBC/NAB Kemps, etc.	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 such as: News, Archive, Documentary, Sports, Movies, TV Programs, etc.,  
Size of Budget  
Budget Increasing, decreasing or remaining the same  
Size of Revenues  
Revenues increasing, decreasing or remaining the same  
Type of major switcher workflow applications  
Number of employees  
Number of staff having access to gear  
Extent of purchase authority  
Comparable ranking  
Type of station or facility

### TECHNOLOGY TRENDS:

Categorized flows and who uses them most  
Order in which major equipment is deployed  
Type of editing applications within chain  
Departments responsible for major systems  
Workflow patterns flow-charted  
3 Gig / 1080p  
MPEG orientation and IP/IT issues  
HD re-purposed versus purpose built 3D  
Compression use  
Computer platforms used  
Year of first system purchase  
Year of latest system purchase  
Troublesome problems such as crashes, snags  
Firewalls and security issues  
Summary of key features of systems  
Number and types of drives or servers  
Switcher software used  
Other systems that news systems integrate with  
Future storage technology preferences  
Other additional workflow issues

### MAGAZINES & TRADE SHOWS:

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

### PRODUCT REPORT(S) – 3D Systems

#### By vertical market – by Genre – for each of the categories

Number of 3DSystems owned (installed)  
Number of units by brand  
Number of units by brand, type, and major application  
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

### Switcher brands to be included- But Not Limited To:

Accom/Abekas, ADC, Adcom, Adrienne, Ampex, BAL, Maximum bus capacity Broadcast Pix, Broadcast Technology, Broadcast Video Systems, Brick House, BTS/Bosch, Comprehensive Video, Datatek, Datavideo, Dynatek, Digital Video Systems (DVS), Echolab, Ediol, Evertz, Extron, Focus Enhancements, For-A, GVG (Thomson), Gefen, Hedco, Hitachi, Horita, Hotronic, Ikegami, Inline, Keying Image Video, JVC, Kramer, Knox, Laird, Leitch, Leightronix, Link, Miranda, Multidyne, Network/Nevion, Nvision, Oxtel, Panasonic, PESA, Philips/DVS, Pinnacle Systems, Pro-Bel, Ross Video, Quantel, Quartz, Sierra, Sigma, Snell & Wilcox, Sony, Ultimatte, Utah Scientific, VBrick, VGV (Video Gainesville), and Videotek.

Note: the final brand lists will be reflected in the on-line questionnaire at field time

**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. 3D PRODUCT REPORTS**

- Video switcher categories ~ production, master and routing ~ and related production/post switching technology and 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
- Revenues
- Demographics
- New Technologies, applications and trends, such as IP, Cloud, 3 Gig / 1080p, 3D, etc.
- Applications planned/used for News, Movies, Sports, TV Programs, Documentaries, Weather, Maps, Medical Imaging, 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 switching brands)
- Designed to assist companies identify and leverage market positioning, and brand share
- Key marketing performance attributes including: Product reliability, after-sales-service, price and 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.

We invite professionals to the website and collect their individual product data ~ on-line ~ using a method where the responses are entered as they are gathered into the relational on-line database. Up to date e-mailing lists are used including the freshest (international) NAB attendee list, the similar IBC list (also international) as well as numerous other industry sourced mailing lists like Kemps International. All of them are also merged together to form an e-mail list for domestic and international solicitations

**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 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.

<i>Video Switchers World™ 2010</i>	<i>* Pre-Publication Prices</i>	<i>Post-Publication Prices</i>
<i>The Fifth Global Market Survey</i>	<i>(-20% Discounted)</i>	<i>Orders After Publication</i>

**Report Type\***

*\*Purchases which occur approximately three months before publication,*

*Offers a 20% discount off of post-publication price*

<i>Pre-Publication*</i>	\$9,950 USD
<i>Post-Publication</i>	\$12,050 USD

<b>Regional Reports</b>		
<input type="checkbox"/> <b>1 region or product</b>	\$5,950	\$7,140
<input type="checkbox"/> <b>2 regions or product</b>	\$6,961	\$8,353
<input type="checkbox"/> <b>3 regions or product</b>	\$8,144	\$9,772
<input type="checkbox"/> <b>ALL 4 regions/products (Global FULL Sponsorship)</b>	<b>\$9,950 FULL GLOBAL</b>	<b>\$12,050 FULL GLOBAL</b>
<i>The following sections are FREE with the above packages OR available a la carte at the rates illustrated below</i>		
<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 DIS Consulting Full Report**

<b>Gross Related Revenue</b>	<b>Purchase Price</b>	<b>Total Discount**</b>
\$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 advance

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 Switchers 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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