

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

Video Lighting World™ 2007

*20% Front-end Discount Prices Available Thru November, 2007
To be published in March, 2008*

Survey Description

General Overview:

Video Lighting World™ 2007 is a GLOBAL, “bottoms-up” benchmark survey of video lighting equipment, available in ALL or one of the three separate product genres. It is intended to be the most comprehensive syndicated market research survey on lighting equipment ever conducted.

Product Genres:

- Camera Mounted Lights
- Portable Lighting Kits and
- Grid or Ceiling Studio Lighting Instruments

Markets Surveyed:

Three submarkets of professional audio end-users will be surveyed globally, including:

- TV & Cable Stations, Groups and Networks
- Production and Post-production, and
- Institutional Facilities (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 lighting products owned), actual 2007 and anticipated 2008 purchases, and a 5-year forecast of all potential sales.

In March 2008, 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 traditional direct mail hard copy questionnaires and/or completed online. The data will be sorted and collected in an online database and analyzed.

Deliverables:

The sponsors receive a CD-ROM 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, 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.

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Sampling Plan

The Market, Universe Size and Response Levels That Are Sought is Based on an anticipated 600 Completed Surveys.

We sample four world regions, including: evenly, the world regions surveyed:

- USA
- EMEA
- Asia, and
- the Americas

We feel strongly that the proposed sampling plan closely follows manufacturer sales territories—for activity among Broadcast TV & Cable stations, Production and Post-production facilities, and Institutional markets including other venues. The sampling plan (shown below) is an estimate of the total universe size in terms of number of sites and responses to the trends and products questions of the study from which projections are made.

SAMPLING PLAN

Vertical Markets	USA	EMEA	Americas	Asia-Pacific	Total Market and Regional Survey Response Anticipated*
Broadcast, & Cable	65	65	40	30	200
Institutional Facilities	65	65	40	30	200
TV Prod & Post Facilities	65	65	40	30	200
Total User Markets	195	195	120	90	600

(# s = the number of anticipated responses sought) * estimated

The Market, Universe Size and Response Level That Is Sought (600+ are anticipated):

The report covers four regions: USA, EMEA (Europe, Middle East, and Africa), Asia-Pacific, and the Americas—these regions closely follow manufacturer's sales territories—for activity among broadcast TV and cable TV stations, production and post-production facilities markets, shown with an estimated total responses to the trends and products questions of the study from which projections are made:

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DIS Multi-client Studies

Overall Design:

The design of *Video Lighting World TM 2007* is based on other benchmark surveys, and 37 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 and, on the 25-year record his firm DIS 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 1,100 industry clients.

Other recent multi-client studies include: *Broadcast Servers World TM 2007*, *Video Editing World TM 2007*, *Video Graphics World TM 2007*, and *Video Switchers World TM 2007*. Another study, *Professional Camcorders World TM 2006* was published earlier this year. DIS Consulting Corporation also conducts numerous custom projects each year and publishes 18 global reports annually.

Staff Experience:

DIS Consulting Corporation maintains five 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.

Method Used

Our Mixed-method:

The syndicated multi-client research methodology used by DIS Consulting Corporation features a combination of a classical direct mail self-completion interviewing technique, where respondents fill out a pre-coded booklet-questionnaire, with a C. A. T. I. Telephone interviewing technique, as well as data collection via an on-line website.

The installed base is taken, census style, and 12 months past purchases and plans to purchase over the next 12 months are also gathered. Other sections have questions on media and shows, equipment budgets, purchase authority, brand image, staffing and technological trends.

Incentives:

Survey respondents receive a *Video Lighting World TM 2007* end-user report for their help, which we estimate to be worth at least \$650 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.

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List Sources

Sample Frame and Lists Sources:

The *Video Lighting World™ 2007* project used a list of the television stations and production or post facilities from IBC, NAB, Broadcast Asia, *Broadcasting & Cable* both a magazine and a directory by Reed Elsevier Business Lists, a division of Cahner's Direct Marketing Services for cable. We target chief engineers or the equivalent senior technology executives at TV and Cable stations in the U.S. Names of individuals from Production and Post-production facilities are also sourced from *The Yellow Pages* across the U. S.

In Europe, the Middle East and Africa, Asia and the Americas, Kemps International, The SMPTE Membership Guide, The World Guide to Film & TV, and specialized in-country directories, are used like the SONOVISION Qui Fait Quo. Institutions are compiled via O'Dwyers Guide and other sources. The RTNDA list of news directors was also sourced to improve NEWS/ENG use coverage. Most audio listings are sourced from AES, Cedia, SPARS and APRS.

Avoiding Duplication:

Every effort has been made to avoid overlap and duplication in the lists utilized. A merge/purge program gets run to sort and be sure that only one questionnaire per targeted name is mailed. Top ranked firms are targeted.

Lists by Region and Marketplace

Markets	USA	EMEA	Asia	Americas
Broadcast/Cable/Radio	NAB/SMPTE Broadcasting & Cable Ybk	NAB/IBC/Kemps World Guide to Film & TV	BA/IBC/NAB ABU/SMPTE World Guide	NAB/IBC World Guide Film & TV SET/Caper
Institutional	NAB/SMPTE O'Dwyer's	NAB/SMPTE IBC	IBC/Kemp BA	BA/IBC/NAB SET/Caper
Production/Post-Prod	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, Kays, BIRTV	BA/IBC/NAB Kemps/China,	NAB/IBC SET/Caper

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Report Table of Contents

<p>FRONT MATTER Cover & Spines Introduction & Methodology Preface & Purpose Staff Roles Executive Summary Industry 5-year Forecasts</p> <p>GENERAL REPORT <i>General</i> Type of operation Size of operation/ Number of employees Leading applications as such: News, Web-Streaming, Sports, Documentary, Programs, Film, etc. Size of budget Budget increasing, decreasing or remaining the same (2007/2008) Size of revenues Revenues increasing, decreasing or remaining the same (2007/2008) Type of applications Number of staff having access to lighting Equipment Extent of purchase authority Source of purchases ADI or comparable ranking Type of station or facility</p> <p>Technology Trends Type of lighting utilized Maximum Watts capacity Departments responsible for lighting equipment Workflow patterns Use of types of Ballasts Types of lighting-tungsten, florescent etc. HD orientation and transition Year of first lighting system purchase Year of latest purchase Troublesome problems Number of studios, vehicles etc. Summary of key features of lighting systems -- effects Other systems that lighting systems integrate with (The report TOC is also available)</p>	<p>Magazines, Trade Shows & Websites Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued Websites visited Websites most valued</p> <p>PRODUCT REPORTS – BY GENRE By vertical market and region Number of units by brand, model, type or series Value in dollars and number of units owned/installed Value in dollars and number of units purchased in 2007 Value in dollars and number of units planned for 2008 Value in dollars and/or euro Breakdowns by major application groups</p> <p>BRAND IMAGE REPORT Criteria for Brand Image & rankings of major brands of lights by: PRODUCT GENRE</p> <p>For: A) price, B) quality, C) reliability and D) service,</p> <p>Queried and reported separately for switchers in: <u>Camera Mounted Lights,</u> <u>Portable Lighting Kits and</u> <u>Studio Lighting Instruments,</u></p> <p>With Brands to include (but not be limited to): Altman, Alzo, Anton- Bauer, Arriflex (ARRI) , Bescor, Balcar, Barbizon, Bogan, Canon, Chauvet, Dedolight, Desisti, Foba, Hama, Kino Flo, Lowel – Lite, LTM, Mole Richardson, Mathews, Osram, Panther, Photogenic, Smith Victor, Sachtler, Strand, Sony, Videssence, etc.</p> <p>(See the questionnaire in Brand Image and in product genre sections to locate brands by name)</p>
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Format of Reporting Data

Summary tables, color Excel charts, graphs and a written summary sections show both quantitative and qualitative 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 information for all questions asked are also provided. The report is also on a computer disc. There are three types of reports available:

1. Product Report

Product genres include:

- Camera Mounted Lights
- Portable Lighting Kits
- Studio Lighting Instruments
- Unit and market value data
- Brand and leading model market shares
- Installed base (owned)
- Purchases in the past 12 months (2007) and value
- Plans to buy in the next 12 months (2008) and value
- 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
- Applications planned/used for News/Weather/Live-to-Air, Web/Internet, Sports/Mobile, Program Production for Film & TV, etc.
- Trade magazine readership and Trade Show attendance and preference
- Website visiting habits

3. Brand Image Reports

- 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 by each factor, as well as by overall Composite Brand Image. All charts also show the Industry Average

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Pricing & Terms

With the purchase of the full report, in other words, three or more product categories, Camera Mounted Lights, Portable Lighting Kits & Studio Lighting Instruments, a client receives the Product Report, the General Marketing & Media Reports, as well as the Brand Image Reports. Pricing is based on the number of product categories requested. Pre-Publication Sponsor prices are lower than post publication prices (November 2007 and beyond). Please consult with us for a more customized project.

Video Lighting World™ 2007	Post-Publication Prices	Pre-Publication Prices
Report Type*	Orders After Publication after March, 2008	Orders Before November, 2007 (-20% Discounted)
Regional OR By Genre Specific Reports		<u>20% DISCOUNT</u>
• 1 region or 1 genre (e. g . 'Portable Lighting Kits')	\$7,140	\$5,950
• 2 regions	\$8,353	\$6,961
• 3 regions or 2 genre	\$9,772	\$8,144
• ALL 4 regions & ALL 3 product genres (Global FULL Sponsorship)	\$12,050	<u>\$9,960 GLOBAL</u>
Special sections – below – are FREE with the above reports or may be ordered a la carte at the rates shown here		
Brand Image Report	\$3,950	\$3,495
Brand Image Single Region or Genre	\$2,950	\$2,495
Trade Media & Shows Sections Only	\$2,950	\$2,495

* General Report is FREE with orders of one or more regions

** Brand Image Report is FREE to sponsors of one or more regions

*** Fifty-percent (50%) of the fee is due on subscription (sponsorship) with our invoice and the remaining fifty-percent (50%) of the payment is due on delivery of the report(s). 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.

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FAXFORM

Video Lighting World™ 2007

TO: Douglas I. Sheer	DIS Consulting Corporation	FAX: 212-213-6876
FROM:	COMPANY:	TITLE:
_____	_____	_____
TEL:	FAX:	EMAIL:
_____	_____	_____
_____	_____	_____

I want to order *Video Lighting World™ 2007*, including the following Regions, Product Genres and/or Sections:

USA Report	<input type="checkbox"/>
EMEA Report	<input type="checkbox"/>
Americas Report	<input type="checkbox"/>
Asia Report	<input type="checkbox"/>
Full GLOBAL Report	<input type="checkbox"/>
<i>Product Genre & Special Sections</i>	
Full Global Brand Image Section	<input type="checkbox"/>
Full Global Trade Magazines, Shows & Sites	<input type="checkbox"/>

⇒ Invoice me and ship to me	<input type="checkbox"/>	Signature: _____
⇒ Contact me	<input type="checkbox"/>	Date: _____
⇒ Send me more information	<input type="checkbox"/>	Specify: _____

Please fax completed form to (212) 213-6876

Thank You!