

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

Video Testing World™ 2007

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

Survey Description

General Overview:

This is the first GLOBAL survey, *Video Testing World™ 2007*, of professional test & measurement equipment genres and intended to become the most comprehensive, census-style syndicated market research survey ever conducted of these products globally. In all, three (3) separate sub-markets of professional end-users will be surveyed.

In addition, this GLOBAL survey will cover the five (5) most important types of professional video test & measurement products, including:

1. Waveform Monitors
2. Vectorscopes
3. Audio Test Devices
4. PSIP Testers, and
5. Portable, Handheld Test Devicesⁱ

Markets Surveyed:

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

- TV & Cable Stations
- TV Production and Post-Production, and
- Institutional (Church, Government, Corporate, Medical and Educational).

World regions include:

- USA
- EMEA (Europe, Middle East, and Africa)
- Asia-Pacific, and
- 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 and anticipated 2007 and 2008 purchases, and a 5-year forecast of all sales.

ⁱ Additional product genres may be added by launch time if important.

In April 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 warehoused 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.

Sampling Plan

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

Every effort is made to represent 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

DIS Multi-Client Studies

Overall Design:

The design of *Video Testing World™ 2007* is modeled after other benchmark surveys, and the 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, as well as 25 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 1,000 industry clients.

Recent Studies:

Other 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, *Professional Camcorders World tm 2006* was published in the fall of 2006. DIS Consulting Corporation also conducts numerous custom projects each year.

Experienced Staff:

DIS 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, DIS publishes 19 reports annually.

Method Used

The Use of Syndicated Direct Mail:

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.

Installed equipment base is taken, census style, as well as information regarding 12 months of past purchases and future purchase plans 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 Testing World™ 2007* end-user report for their help, which we estimate to be worth at least \$650 USD to them.

Clients Made Inputs to Questionnaire and Report Formats:

The questionnaire is designed to inventory installed brands and model 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.

List Sources

Sample Frame and Lists Sourced:

The *Video Testing World* TM 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. That culling targets chief engineers or the equivalent senior technology executives at each U. S. TV and Cable Station. 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. 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:

An effort has been made to avoid overlapping and duplication in the lists utilized. A merge/purge program is run to sort and be sure that we only mail one questionnaire per targeted name.

Top Ranked Firms Targeted:

Naturally, we seek to target each major network, large stations and facilities and MSOs, worldwide. So, we cull such names and addresses from all the lists we use. In general, the aim is to make sure that the top ranked sites get hit and not missed in our sampling. This is key as they often represent a disproportionate share of where gear can be found.

Lists by Region and Marketplace

<u>Markets</u>	<u>USA</u>	<u>EMEA</u>	<u>Asia</u>	<u>Americas</u>
Broadcast/Cable/Radio	NAB/SMPTE Broadcasting & Cable Ybk	NAB/IBC/Kemps World Guide to Film & TV	BA/IBC/NAB ABU/SMPTE World Guide SET/Caper	NAB/IBC World Guide Film & TV
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

Report Table of Contents

<p>FRONT MATTER Cover & Spines Introduction & Methodology Staff Roles & Biographies Executive Summary Industry Forecasts</p> <p>GENERAL REPORT Type and size of operation Leading applications as such: PSIP, Audio, Video, HD Size of budget Budget increasing, decreasing or remaining (2007/2008) Size of revenues Revenues increasing, decreasing, remaining (2007/2008) 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>Technology Trends Type of testing done Recording formats-video & 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>Magazines and Trade Shows Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued</p>	<p>BRAND IMAGE REPORT – BY GENRE 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>PRODUCT REPORTS – BY GENRE By vertical market and region Number of the below systems owned (installed) Number of units by brand, model, type or series 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 Longer term prospects for sales – 5-year forecasts</p> <p>PRODUCT GENRE Waveform Monitors Vectorscopes Audio Test Devices PSIP Testers Portable, Handheld Test Devices</p> <p>With Brands to include (but not be limited to): 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, HIOKI, Heathkit, Horita, Hitachi, Harris, Hewlett-Packard, Hamlet, LG, Lumetronics, Leader Instruments, MAGNI, Minolta, Megger, Magni, Oakridge, Precision, Philips, Panasonic, Photosonics, Quantum, Ravencourt, Rohde & Schwarz, REM, RCA, Radio Design Labs, Snell & Wilcox, Sony, Sears,Shibasoku, Senocore, Textronix, Videotek, Wavetek, and Yokogawa</p> <p>(See Brand Image and in Product Sections to locate name brand in the 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 TM 6.0, and Excel TM 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

- 5 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 & Terms

© 2007 DIS Consulting Corporation—All rights reserved
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With the purchase of the full report, in other words, three or more product categories, 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 (April 2008 and beyond). Please consult with us for a more customized project.

Video Testing World™ 2007	Pre-Publication Prices	Post- Publication Prices
Report Type*	Orders By closing November, 2007 (20% Discount)	Orders After Publication April, 2008
Regional Reports		
• 1 region or global product genre	\$5,950	\$7,140
• 2 regions or global product genres	\$6,961	\$8,353
• 3 regions or global product genres	\$8,144	\$9,772
• ALL 4 regions – all product genres (Global FULL Sponsorship)	\$9,950 <u>Full GLOBAL</u>	\$12,050 <u>Full GLOBAL</u>
The following sections are FREE with the above packages OR available a la carte at the rates illustrated below		
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

*** 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.

DIS Consulting Corporation **FAXFORM**
Video Testing World™ 2007

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

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

USA Report	<input type="checkbox"/>
Europe/ME/A 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>	
Camera Mounted Lights	<input type="checkbox"/>
Portable Lights	<input type="checkbox"/>
Studio Lighting Instruments	<input type="checkbox"/>
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!