

## DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

# Broadcast Equipment China™ 2007

BEC 2007 will be published in April 2008  
-20% Front-End Discounted Prices Available Thru November, 2007

## Survey Description

### General Overview:

*Broadcast Equipment China™ 2007* is the first new single-country survey of major broadcast and professional TV equipment genres owned and planned in China and, intended to become the most comprehensive syndicated market research survey ever conducted of these products in China. In all, ten (10) separate product genre of broadcast and professional products will be surveyed, census style in this first-ever, and global "bottoms-up" benchmarking effort.

### The Survey Covers 10 Genre of Broadcast & Professional TV Products, including:

- Camcorders
- Editing Systems
- Graphics Systems
- Media Servers
- Media Storage Systems
- Recording Media
- Studio Cameras
- TV Transmitters
- Video Displays
- Video Mixers & Consoles<sup>i</sup>

### Markets Segments

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

- Broadcast TV & Cable Stations and Networks
- TV Production, Post-Production and Mobile/OB Operations, and
- Institutional Facilities (Church, Government, Corporate, Medical and Educational)

As far as product and market coverage, the survey and general reporting is centered on the number of units owned and/or installed, 2007 purchases, and any plans to purchase additional medical video equipment in 2008. From this information we create a 5-year forecast of all sales for your added convenience. In April 2008, we will publish a comprehensive report, showing all results in Total (all sub-markets) and one report for each of the four major geographic regions. A new data collection method, via a website, augmented by traditional direct mail hard copy questionnaire distribution is used.

### Deliverables:

<sup>i</sup> Note: additional product genre may be added at the clients' request

Sponsors receive a CD-ROM copy of the survey results for those regions they have purchased and/or for the global totals if they have sponsored the survey globally. Our new reporting style features additional analysis, more section summaries and less pages of unwanted detail. We also provide a “leaders’ summary” that is quick and easy to read especially intended for senior executives.

## Sampling Plan:

The Market, Universe Size and Response Levels Sought (400)

**This benchmark survey will target China.**

### SAMPLING PLAN

Vertical Markets	Total Number of 2007 Response Anticipated*
Broadcast, & Cable	125
Institutional Facilities	125
Film & TV Prod & Post Facilities & Mobile OB	150
<b>Total User Markets</b>	<b>400</b>

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

## DIS Multi Client Studies

### Overall Design:

The design of *Broadcast Equipment China™ 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™ 2007*, *Video Editing World™ 2007*, *Video Graphics World™ 2007*, and *Video Switchers World™ 2007*. Another study, *Professional Camcorders World™ 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

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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 entire survey will be conducted in Mandarin, but report will be of course drafted in English. The DIS China team is headquartered in Shenzhen, near Hong Kong. In all, three regional calling centers will be utilized, located in Beijing, Shanghai and Guangzhou.

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 *Broadcast Equipment China™ 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™ 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 *Broadcast Equipment World™ 2007* project uses a list of television and production or post-production facilities from IBC, NAB, Broadcast Asia and the *Broadcasting & Cable* magazine's *Broadcasting & Cable Yearbook* 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 Chinese TV and cable stations. Production and Post-Production names are also sourced from Kemps International, The SMPTE Membership Guide, The World Guide to Film & TV and several specialized China in-country directories.

### Top Ranked Firms Targeted:

We target each major network, large stations and/or facilities and MSOs country-wide. This is done by "culling" the appropriate names and addresses from the lists we use.

## Lists by Marketplace

Markets	China
<b>Broadcast/Cable</b>	NAB/SMPTE, Broadcast Asia, BIRTV Plus various China directories
<b>Institutional</b> (Government, Medical, Educational, Corporate and Religious)	NAB/SMPTE, BIRTV, Broadcast Asia Plus various China directories
<b>Production/Post-Prod</b> (Film & TV) & OB	NAB/SMPTE, BIRTV, Broadcast Asia Plus various China directories

## Report Table of Contents

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<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 Size of budget Budget increasing, decreasing or remaining (2007/2008) Size of revenues Revenues increasing, decreasing, remaining (2007/2008) Number of employees Type of applications Number of staff having access to systems Extent of purchase authority Type of station or facility</p> <p><b>TECHNOLOGY TRENDS</b> Type of product genre (10) utilized Maximum recording and storage capacity Departments responsible for the various genre equipment Workflow patterns Compression use Computer platforms used (disk vs. tape) Year of first major system purchases by genre Use of Fiber Channel, Ethernet or SCSI Troublesome genre workflow problems Summary of key features of each product genre Number of broadcast channels if applicable Other systems that major systems integrate with</p> <p><b>MAGAZINES AND TRADE SHOWS</b> Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued Trade &amp; Professional Association memberships</p>	<p><b>PRODUCT REPORT – 10 Product Genre, including:</b></p> <ul style="list-style-type: none"><li>• Camcorders</li><li>• Editing Systems</li><li>• Graphics Systems</li><li>• Media Servers</li><li>• Media Storage Systems</li><li>• Recording Media</li><li>• Studio Cameras</li><li>• TV Transmitters</li><li>• Video Displays</li><li>• Video Mixers &amp; Consoles</li></ul> <p>By vertical market and region Number of units owned (installed) Number of units by brand, model, type or series Value in dollars Number of units purchased in 2007 Value in dollars Number of units planned for 2008 Value in dollars Longer term sales prospects—Five-year Forecast</p> <p><b>BRAND IMAGE REPORT – By Genres</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>Brands to be included (but not be limited to): 360 Systems, Apple, Avid, Autodesk/Discreet, Adobe, Barco, Canon, Canopus, Chyron, Dayang, Doremi, EVS, Fuji/Fujinon, Grass Valley Group, Harris/Leitch, Hitachi/Maxell, Ikegami, JVC, LG, Mitsubishi, NEC, NHK, Omneon, Panasonic, Pioneer, Philips, Pro-Bel, Quantel, Rohde &amp; Schwarz, Samsung, Sanyo, Sony, Sobey, Snell &amp; Wilcox, SeaChange, Sharp, Thomson, Toshiba, TDK, Vitek Group, etc. [partial list]</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

- 10 TV 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 in China
- Equipment budgets and buying habits
- Demographics
- New Technologies, applications and trends, such as IPTV, HDTV, etc.
- Applications planned/used
- 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

Pricing is based on the number of product categories required. Each product category purchase includes the General Reports. The General Report and Brand Image Reports are included with a purchase of seven or more product category reports. Pre-Publication Sponsor prices are lower than post publication prices. Consult us for Package and Custom Cross Tabulation Pricing.

**Broadcast Equipment China™  
2007**

**Pre-  
Publication  
Prices**

**Post-  
Publication  
Prices**

<b>The first Global survey</b>		
<b>Report Type*</b>	<b>Orders <u>By</u> closing September 2007 ( -20% Discounted )</b>	<b>Orders <u>After</u> Publication By February, 2008</b>
<b>Regional Reports</b>		
• 1 product genre	\$5,950	\$7,140
• 2 product genres	\$6,961	\$8,353
• 3 product genres	\$8,144	\$9,772
• ALL product genres (FULL Sponsorship)	\$9,950 <u>FULL</u> <u>CHINA</u>	\$12,050 <u>FULL</u> <u>CHINA</u>
<i>The following sections are FREE with the above packages OR available a la carte at the rates illustrated below</i>		
<b>Brand Image Report</b>	\$3,495	\$4,194
<b>Brand Image Report</b>	\$2,495	\$2,994
<b>Trade Media &amp; Shows Sections</b>	\$3,495	\$4,194

\* General Report is FREE with orders of seven or more products

\*\* Brand Image Report is FREE to sponsors of seven or more products

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.

**DIS Consulting Corporation**

**FAXFORM**

***Broadcast Equipment China™ 2007***

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

**I want to order *Broadcast Equipment China™ 2007* --  
with the following Product Genre or Sections:**

<b>Full China Report</b>	<input type="checkbox"/>
Camcorders	<input type="checkbox"/>
Editing Systems	<input type="checkbox"/>
Graphics Systems	<input type="checkbox"/>
Media Servers	<input type="checkbox"/>
Media Storage Systems	<input type="checkbox"/>
Recording Media	<input type="checkbox"/>
Studio Cameras	<input type="checkbox"/>
TV Transmitters	<input type="checkbox"/>
Video Displays	<input type="checkbox"/>
Video Mixers & Consoles	<input type="checkbox"/>
Full China Brand Image Section	<input type="checkbox"/>
Full China Trade Magazines, Shows & Sites	<input type="checkbox"/>

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

**Fax this completed form to (212) 213-6876**

Thank you!