

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

Professional Camcorder World™ 2007

PCW™ 2007 will be published in January of 2008

20% Front-end Discount Price Available thru November, 2007

Survey Description **New: Survey of CCD use and adding Equipment Rental Houses, plus Pre-Listing of Key Models by Format/Brand**

General Overview:

Professional Camcorder World™ 2007 is the first global tracking survey of professional-grade camcorders, which followed on our previous global benchmark survey, *Pro Camcorders World™ 2006* and focused on the SD / HD transition in Camcorders and related acquisitions and related workflows.

This first tracking global survey continues to be the most comprehensive syndicated market research survey conducted each year regarding camcorders and related systems. The pro-grade camcorder vertical segments included:

- TV & Cable Networks & Stations
- Production Companies
- Mobile/OB
- Independent Film & Video Companies
- Event Video and
- Institutional Facilities
- Equipment Rental Houses *NEW*

This year, in an increased effort to capture deeper detail on models or series, extensive pre-listing of the most significant models of each brand will be deployed. We are committed to increasing model reporting.

As far as product and market coverage, the survey and general reporting will center 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 will create a new 5-year forecast of all sales. In January 2008, we will publish a new comprehensive report, showing all results in Total (all sub-markets) and one report for each of the four major geographic regions. Our new data collection method, via a website, augmented by Computer Aided Telephone Interviewing will be used.

Conjoint analysis helps product planners, factory engineers as well as marketing managers to better plan next generation camcorders, by detailing exactly which features end-users really want. And, specifying the price point they are seeking.

Deliverables:

Sponsors will 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

types of 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 (800). In all, 800 responses in total are sought for the new report. Last year, in *PCW 2006*, we received 915 responses.

This benchmark survey covered four global regions:

- USA
- EMEA (Europe, Middle East, and Africa)
- Asia-Pacific and the
- Americas

Sampling Plan

Vertical Markets	USA	EMEA	Americas	Asia-Pacific	Total Global 2007 Survey Response Sought
Broadcast & Cable Television	50	50	25	35	160
Production Companies	50	50	25	35	160
Mobile / OB	35	35	15	20	115
Independent Film & Video Companies	40	40	15	25	120
Event Video	20	20	10	15	65
Institutional facilities *	40	40	15	30	125
Equipment Rental Houses	20	20	5	10	55
Total User Markets	255	255	110	170	800

* This includes: Governmental, Educational, Medical, Corporate and Religious facilities

DIS Multi-client Studies

Overall Design:

The design of *Professional Camcorders World™ 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.

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20 West 20th Street, Suite 205, New York, NY 10011
Tel : (212) 213-6872; Fax (212) 213-6876
E-mail: dougsheer@aol.com
Website: www.disconsultingcorporation.com

Other recent multi-client studies include: *Broadcast Servers World™ 2007*, *Video Editing World™ 2007*, *Video Graphics World™ 2007*, and *Video Switchers World™ 2007*. 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 as well as experienced outside vendors as applicable.

Method to be Used

Our Hybrid Methodology:

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 will receive a *Professional Camcorders World™ 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 being designed to inventory installed brands and models, and stations, by product category. Data entry and computer tabulation was then done using a network of personal computers running the proprietary tabulation program. Microsoft Excel™ was used for the spreadsheets (tabs) and analysis was written in MS Word. A variety of color charts and graphs were provided, taken directly from the Excel spreadsheets. At the end of the project, clients received a CD-ROM of all the data.

List Sources & Sample Design

Sample Frame and Lists Sourced:

The *Professional Camcorder World™ 2007* project uses a fresh list of the television stations and production or post 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 editors and chief engineers or the equivalent executives at each global TV and cable station. Production and Post-Production names were 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 were utilized as well.ⁱ Additionally, for the new Equipment Rental House category, we will utilize many of the trade show lists and augment them with Yellow Pages listings.

ⁱ Additional in-country guides were also to augment the above list sources. These included guides such as SONOVISION's Qui Fait Quo (France's renowned production facility guide) and other comparable guidebooks. The same was true of professional society lists that were tapped in certain countries to at least check against other lists. Clients were welcome to give suggestions regarding list sources, universe sizes or any aspect of the research design.

Top Ranked Firms Targeted:

We target each major network, large stations and facilities and MSOs, worldwide. Additionally, an attempt will be made to be sure to include large operations for each category.

Lists Used

Markets	USA	EMEA	Asia	Americas
<u>Broadcast/Cable/Satellite</u>	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
<u>Production Companies</u>	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, etc.	BA/IBC/NAB Kemps/China & Japan guides	NAB/IBC show guides Kemps
<u>Mobile / OB</u>	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
<u>Independent Production Companies</u>	AIVF WIFTV Shooting People Mandy's	Shooting People Mandy's	Shooting People Mandy's	Shooting People Mandy's
<u>Event Video</u>	Shooting People Yellow Pages Mandy's	Shooting People Yellow Pages Mandy's	Shooting People Yellow Pages Mandy's	Shooting People Yellow Pages Mandy's
<u>Institutional Facilities</u>	NAB/SMPTE O'Dwyer's ITVA	IBC/Kemps/NAB Kompass ITVA	BA/IBC/NAB Kompass ITVA	NAB/IBC SET/Caper ITVA
<u>Equipment Rental Houses</u>	NAB/SMPTE O'Dwyer's Yellow Pages	IBC/Kemps/NAB Kompass Yellow Pages	BA/IBC/NAB Kompass Yellow Pages	NAB/IBC SET/Caper Yellow Pages

Report Table of Contents

FRONT MATTER Introduction & Methodology Preface & Purpose Project Staff Executive Summary Industry Forecasts – with 5-year span	Magazines, Trade Shows & Websites Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued Websites visited and preferred Organizational membership
GENERAL REPORT General Type of operation Size of operation and Number of employees Leading applications as such: News, Streaming, Sports, Documentary, Programs, 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 camcorder applications Price range --- different price levels Number of staff having access to camcorders Extent of purchase authority Month most often purchasing Source of purchases Purchase influences ADI or comparable ranking of stations Type of station or facility Technology Trends CCD size and types used Type of recording media utilized (formats) Maximum recording capacity Use of types of media and capacity Departments responsible for camcorders Workflow patterns – shifting trends in post MPEG orientation and IP/IT issues HD/HDV orientation and transition 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 Summary of key features of camcorders -- Conjoint Number of camcorders now used	PRODUCT REPORT – By vertical market and region Number of camcorders owned (installed) Number of units by brand Number of units by brand, model, type or series/packages Value in dollars Number of units purchased in 2007 Value in dollars Number of units planned for 2008 Value in dollars Longer term prospects for sales BRAND IMAGE REPORT – By Genres General criteria for Brand Image Rankings Image rankings of major brands of servers including: For general awareness and: a) Price, b) Quality, c) Reliability and d) After-sales-service Brands to be included (but not be limited to): Canon Grass Valley Group (Thomson) Hitachi Ikegami JVC Panasonic Philips/BTS Sony Toshiba Others may be added
	ADDENDUM

Number of camcorders planned Leading accessories, in lenses, lighting, batteries, tripods, etc.	Breakdown of responses Copy of questionnaire
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Format of Reporting Data

Summary tables, color Excel charts, graphs and a written summary sections showed the quantitative and qualitative results in each section or product category and were prepared using Microsoft Word™ 6.0, and Excel™ 7.0. The tables showing full corporate results and regional detail for all questions asked were also provided. The report is available on CDROM. There are three types of reports available:

1. Product Report

- Camcorder product category and related aspects was surveyed
- Unit and market value data – By Application (e. g. 'News/ENG')
- 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 (2008-2012) by application and market
- 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 including software packages
- Demographics
- New Technologies, applications and trends, such as HD, IP/IT
- Applications planned/used for News, Streaming, MPEG, Sports, etc.
- Trade magazine readership and Trade Show attendance and preference
- Website visiting 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; service; pricing; quality
- Ratings compared by brand, and by each factor, as well as by Composite Brand Image. All charts also show the Industry Average

Pricing & Terms:

Pricing is based on the number of regions required. The product category purchase includes the General Reports. The Brand Image Reports are included with a purchase of three or more regions. Consult us for Package and Custom Cross Tabulation Pricing.

Professional Camcorder World™ 2007 The second Global survey	Front-End Prices	Post- Publication Prices
Report Type	Orders Before November, 2007 (-20% discounted)	Orders After Publication January, 2007
Regional OR By Vertical Segment Reports		
• 1 region or segment	\$5,950	\$7,140
• 2 regions or segment	\$6,961	\$8,353
• 3 regions or segment	\$8,144	\$9,772
• ALL 4 regions (Global FULL Sponsorship)	\$9,950 <u>FULL</u> <u>GLOBAL</u>	\$12,050 <u>FULL</u> <u>GLOBAL</u>
Brand Image Report (global)	\$3,495	\$4,195
Brand Image Single Region	\$2,495	\$2,995
Trade Media & Shows Sections Only	\$2,495	\$2,995

* 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.

DIS Consulting Corporation **FAXFORM**
Professional Camcorder World TM 2007

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

I want to order *Professional Camcorder World TM 2007* -- with selection of the following Regions or Sections:

USA Report (<i>PCW USA TM 2007</i>)	[]
Europe/ME/A Report (<i>PCW EMEA TM 2007</i>)	[]
Americas Report (<i>PCW Americas TM 2007</i>)	[]
Asia Report (<i>PCW Asia TM 2007</i>)	[]
Full Global Report (<i>PCW TM 2007</i>)	[]
Brand Image Only USA	[]
Brand Image Only EMEA	[]
Brand Image Only Americas	[]
Brand Image Only Asia	[]
FULL Global Brand Image	[]
Trade Magazines & Shows USA	[]
Trade Magazines & Shows EMEA	[]
Trade Magazines & Shows Americas	[]
Trade Magazines & Shows Asia	[]
FULL Global Trade Magazines & Shows	[]

⇒ **Invoice me and ship the above** [] **Signature:** _____

⇒ **Contact me** [] **Date:** _____

⇒ **Send me more information** [] **Specify:** _____

Fax this completed form to (212) 213-6876

Thank you!