

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

Broadcast Servers World™ 2008

BSW 2008 will be published in March 2008
20% Discounted Price Available thru November 2007

Survey Description

General Overview:

Broadcast Servers World™ 2008 is the fourth tracking report, and the fifth global report of broadcast media servers and, is a follow-up of three previous global server reports, which were the most comprehensive syndicated market research surveys ever conducted regarding servers, globally, among TV and cable stations, production and post-production and institutional facilities.

Like the previous global server reports BSW 2008 covers product and market, influences and overall technical reporting detail. In March 2008, we will publish the comprehensive report, showing all results in Total (all sub-markets) and one report each for the four major geographic regions. Those reports will be modularly available for purchase.

Deliverables:

The sponsors receive a CD-ROM copy of the survey results (containing PDF sections) for those regions they have sponsored and/or for the global totals if they have sponsored the survey on a global level. Sponsors also receive a hard copy set of the data. 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.

The Market, Universe Size and Response Level are Sought (400 responses sought):

This tracking survey covers four regions: USA, EMEA (Europe, Middle East, and Africa), Asia 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 universe size in terms of number of sites and responses to the trends and products questions of the study from which projections will be made.

Broadcast = 120
Cable = 100
Production / Post = 120
Institutional = 60
TOTAL = 400

USA = 130
EMEA = 120
ASIA = 100
AMERICAS = 50
TOTAL = 400

DIS Multi-client Studies

Overall Design:

The design of *Broadcast Servers World™ 2008* 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: *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

Our Mixed-method:

The syndicated multi-client research methodology used by DIS Consulting Corporation will feature 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 *Broadcast Servers World™ 2008* 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 Design

Sample Frame and Lists Sourced:

The *Broadcast Servers World™ 2008* project used a 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. We target chief engineers or the equivalent senior technology executive at TV and cable stations in the U.S. Production and Post-Production names are also sourced from The Yellow Pages across the U. S. In Europe, the Middle East and Africa, Asia and the Americas Kemp's International, The SMPTE Membership Guide, The World Guide to Film & TV and specialized in-country directories are also used.

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Website: www.disconsultingcorporation.com

Institutional facility names are gathered via O'Dwyers Guide and other sources. The RTNDA list of news directors was also sourced to improve NEWS/ENG use coverage.

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/Satellite	NAB/SMPTE Broadcasting & Cable Ybk RTNDA	NAB/IBC/Kemps World Guide to Film & TV RTNDA	BA/IBC/NAB ABU/SMPTE World Guide	NAB/IBC World Guide Film & TV SET/Caper
Institutional (Gov't, Medical, Educational, Corporate and Religious)	NAB/SMPTE O'Dwyers	IBC/Kemps Compass	BA/IBC/NAB Kemps, etc.	NAB/IBC Set/Caper
Production/Post-Production guides	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, etc.	BA/IBC/NAB Kemps/China & Japan guide	NAB/IBC show Kemps SET/Caper

Report Table of Contents

<p>FRONT MATTER Cover & Spines Introduction & Methodology Preface & Purpose Staff Roles & Biographies Executive Summary Industry Forecasts</p> <p>GENERAL REPORT General Type of operation Size of operation Leading applications as such: VOD, streaming, SANs, editing, ingest, play-to-air Size of budget Budget increasing, decreasing or remaining the same (2006/2007) Size of revenues Revenues increasing, decreasing or remaining the same (2006/2007) Number of employees Type of server applications Number of staff having access to servers Extent of purchase authority ADI or comparable ranking Type of station or facility</p> <p>Technology Trends Type of RAID storage utilized Maximum storage capacity Use of RAIS storage 'daisy chain' approach Use of SANs, NAS and clusters Type of server applications Departments responsible for servers Workflow patterns MPEG orientation and IP issues HD orientation and transition Compression use Computer platforms used disk versus tape Year of first server purchase Year of latest server purchase Use of Fiber Channel, Ethernet or SCSI Troublesome problems such as crashes Firewalls Summary of key features of servers Number of channels now used Number of channels planned Automation software used Other systems that servers integrate with Other issues</p>	<p>Magazines and Trade Shows Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued Websites visited</p> <p>PRODUCT REPORT(s) – Servers By vertical market and region Number of server channels owned (installed) Number of servers units by brand Number of units by brand, model, type or series Value in dollars Number of units owned Number of units purchased in 2007 Value in dollars and/or euro Number of units planned for 2008 Value in dollars Longer term prospects for sales – 5-year forecasts</p> <p>BRAND IMAGE REPORT – By Genres 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, Accom, Avid/Pinnacle, Concurrent Systems, Doremi, EVS, Gee Broadcast, Grass Valley Group (Thomson), IBM, Leitch/ASC, Matco, Omneon, Quantel, Panasonic, Philips/DVS SeaChange, Sencore/Adherent, Sierra Design Labs, Silicon Graphics Incorporated (SGI), Sony Sun Microsystems, Tektronix, Vela</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 Reports:

- **Server product categories and related aspects were surveyed**
- **Unit and market value data**
- **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 Reports

- **Trends relating to the overall state-of-the industry**
- **Equipment budgets and buying habits**
- **Demographics**
- **New Technologies, applications and trends, such as IP, DDRs**
- **Applications planned/used for VOD, streaming, MPEG, SANs, RAID, etc.**
- **Trade magazine readership and trade show attendance and preference**

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**

Pricing & Terms:

Pricing is based on the number of product categories required. Each product category purchase includes the General Reports. The Brand Image Reports are included with a purchase of three or more product category reports. Pre-Publication Sponsor prices were lower than post publication (March 30, 2007 and beyond) prices. Consult us for Package and Custom Cross Tabulation Pricing.

Broadcast Servers World™ 2008 The fourth Global TRACKING survey	Pre- Publication Prices	Post- Publication Prices
Report Type*	Orders Before Fielding November 2007 (-20% Discounted)	Orders After Publication after March 31st, 2008
Regional Reports		
• 1 region	\$5,950	\$7,140
• 2 regions	\$6,961	\$8,353
• 3 regions	\$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>
<i>The following sections are FREE with the above packages OR available a la carte at the rates illustrated below</i>		
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

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 Server World TM 2008

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

I want to order *Broadcast Servers World TM 2008* -- with the selection of the following Regions or Sections:

USA Report (<i>Broadcast Servers USA TM 2008</i>)	[]
Europe/ME/A Report (<i>Broadcast Servers EMEA TM2008</i>)	[]
Americas Report (<i>Broadcast Servers Americas TM2008</i>)	[]
Asia Report (<i>Broadcast Servers Asia TM2008</i>)	[]
Full GLOBAL Report (<i>Broadcast Servers World TM2008</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!