

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

Video Editing World™ 2008

20% Front-end discounts available until December, 2007
Report will be published in June 2008

Survey Description

A New Focus on Software Packaging & Pricing in the VEW™2008 Report

General Overview:

Video Editing World™ 2008 is the fifth global survey of video editing systems in the world among TV and cable stations, production and post-production and institutional facilities in terms of product and market coverage, influences and overall reporting detail. Modeled after *VEW 2004*, *VEW 2005*, *VEW 2006* and *VEW 2007*, this tracking survey is the market's most comprehensive syndicated market research survey ever conducted regarding editing systems in the world. As before, we will publish a comprehensive survey report, showing all results in total (for all sub-markets) covering four major geographic regions.

Deliverables:

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.

The Market, Universe Size and Response Level That Were Sought (400+ are anticipated):

The report covers the U. S. A., EMEA (Europe, Middle East, and Africa), Asia and the Americas—closely following manufacturer 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.

Vertical Markets	States United	EMEA	Americas	Asia	Total Global 2005 Survey Responses Sought*
Broadcast TV Cable & Sat	60	50	20	30	160
Institutional facilities	30	20	10	20	80
Production & Post Facilities	60	50	20	30	160
Total User Markets	150	120	50	80	400

DIS Multi Client Studies

Overall Design:

The design of *Video Editing World™ 2008* is based on *VEW™ 2007* 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.

Recent Studies:

Other recent multi-client studies include: *Broadcast Servers 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 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 *Video Editing 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 Frame and Lists Sourced:

The *Video Editing World™ 2008* project used 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 global TV and cable stations. 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 *Kemps International*, the *SMPTE Membership Guide*, *The World Guide to Film & TV* and specialized in-country directories are used.

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	NAB/IBC/Kemps World Guide to Film & TV	BA/IBC/NAB ABU/SMPTE World Guide	NAB/IBC World Guide Film & TV
Production/ Post-Production	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, etc.	BA/IBC/NAB Kemps/China & Japan guide	NAB/IBC show guides Kemps
Institutional Facilities	NAB/SMPTE O'Dwyer's	IBC/Kemps/NAB Kompas	BA/IBC/NAB Kompas	NAB/IBC SET/Caper ⁱ

ⁱ Additional in-country guides were also used as needed 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.

Report Table of Contents

<p>FRONT MATTER Cover & Spines Introduction & Methodology Project Staff Executive Summary Industry Forecasts – with 5-year span</p> <p>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 (2006/2007) Size of revenues Revenues increasing, decreasing or remaining the same (2006/2007) Type of editing applications Number of staff having access to editing systems Extent of purchase authority ADI or comparable ranking of stations Type of station or facility</p> <p>Technology Trends Type of storage utilized Maximum storage capacity Use of storage Departments responsible for editing systems 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 such as crashes (use of firewalls) Summary of key features of editing systems Number of seats now used Number of seats planned Software used Other systems that editing systems integrate with And, much more ... (The report TOC plan 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 and preferred</p> <p>PRODUCT REPORT By vertical market and region Number of editing systems owned (installed) 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</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): Adobe, Apple, Accom, Avid/Softimage, Blossom, BOXX, Calloway, Canopus, Discreet, Draco/Casablanca, Grass Valley Group (Thomson), Leitch/ASC, Matrox, Media 100 (Optibase), Newtek, Quantel, Panasonic, Philips/DVS, Pinnacle, and Sony.</p> <p>(See the questionnaire in Brand Image and in product genre sections to locate brands by name)</p> <p>ADDENDUM Breakdown of responses & Copy of questionnaire</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 editing category and related aspects were 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 Reports

- 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 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 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 regions and market segments required. Each product category purchase includes the General Reports. The Brand Image Reports are included with a purchase of three or more regions and market segments. Pre-Publication Sponsor prices (pre-October 2007) are lower than

post publication prices (June 2008 and beyond). Consult us for Package and Custom Cross Tabulation Pricing.

Video Editing World™ 2008 The fifth Global TRACKING survey`	Front-End Prices	Post- Publication Prices
Report Type*	Orders Before December, 2007-20% discounted	Orders After Publication June 2008
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**
Video Editing World™ 2008

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

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

USA Report (<i>Video Editing USA™ 2008</i>)	[]
EMEA (<i>Video Editing EMEA™ 2008</i>)	[]
Americas Report (<i>Video Editing Americas™ 2008</i>)	[]
Asia Report (<i>Video Editing Asia™ 2008</i>)	[]
Full Global Report (<i>Video Editing World™ 2008</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!