

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

Video Graphics World™2008

This Report Will Be Published in September, 2008
20% Front-End Discounted Available thru April, 2008

Survey Description

General Overview:

Video Graphics World™ 2008 is the third survey conducted by DIS Consulting Corporation on video graphics equipment and the third survey conducted by DIS Consulting Corporation on video graphics equipment and, intended to build on 2005 benchmark report, which was the most comprehensive syndicated market research survey ever conducted regarding these systems in the world, among broadcast TV and cable stations, production and post-production and institutional facilities in terms of product and market coverage, influences and overall reporting detail. We will publish one comprehensive report, showing all results in Total (all sub-markets) and one report each for the four major geographic regions. Those reports are also modular.

Ten graphics product genres are studied, including:

- 1) Automation
- 2) Paint/Compositing & Effects
- 3) Animation
- 4) Operating Systems
- 5) General Graphics Software
- 6) Virtual Sets
- 7) Weather
- 8) Titling Systems & Character Generators
- 9) Video Graphic Cards, and
- 10) Subtitling and Closed Captioning.

A parallel analysis excludes operating systems.

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 Sought (400+ are anticipated):

The report covers four world regions: USA, EMEA (Europe, Middle East, and Africa), Asia, and the Americas—regions that closely following manufacturer's 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:

Video Graphics World™ 2008
Survey Prospectus

Vertical Markets	United States	Europe ME/Africa	Americas	Asia	Total Global Survey Response*
Broadcast TV Cable & Satellite	45	45	20	30	140
Institutional facilities	30	30	10	15	85
Production Post-Production Facilities	55	55	25	40	175
Total User Markets	130	130	55	85	400

(# s = the number of anticipated responses sought)

* estimated

DIS Multi-client Studies

Overall Design:

The design of *Video Graphics 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* 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 Graphics 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 *Video Graphics World™ 2008* project uses 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. Additional names are sourced from The World Guide to TV & Film. We cull chief engineers or the equivalent senior technology executive at TV and cable stations in the U.S. Production and Post-Production names are 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, and specialized in-country directories are also used. Finally, the ACM/SIGGRAPH show attendee lists are utilized.

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

ⁱ Additional in-country guides are also utilized, as needed, to augment the above list sources. These included guides such as SONOVISION's Qui Fait Quo (production facility guide) and other comparable guidebooks.

Report Table of Contents

<p>FRONT MATTER Cover & Spines Introduction & Methodology Staff Roles & Biographies Executive Summary Industry Forecasts GENERAL REPORT Type of operation Size of operation 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) Number of employees Type of editing applications Number of staff having access to editing systems Extent of purchase authority ADI or comparable ranking Type of station or facility Technology Trends Type of storage utilized Maximum storage capacity Use of storage Departments responsible for editing systems Workflow patterns MPEG orientation HD orientation and transition Compression use Computer platforms used Disk versus tape Year of first system purchase Year of latest purchase Use of Fiber Channel, Ethernet or SCSI Troublesome problems such as crashes Firewalls Summary of key features of editing systems Number of seats now used Number of seats planned Other systems that editing systems integrate with (the report TOC is also available) Magazines, Trade Shows & Websites Trade magazines read and preferred Single most valued Trade shows attended and planned</p>	<p>PRODUCT REPORT – By vertical market & region Number of graphic systems owned (installed) by genre Number of units by brand, by (within 10) genre Number of units by brand, model, type or series Value in dollars and/or euro Number of units purchased in 2007 & Value in dollars 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): 3D Labs, Adobe, Apple, Accom, Avid/Softimage, Boxx, Chyron, Canopus, Dayang, Discreet, Digital Video Systems (DVS), Eyeon, EVS, Getris Image, Grass Valley Group (Thomson), JVC, Kaydara, Leitch/ASC, Macromedia, Matrox, Media 100, Newtek, NVidia, Panasonic, Philips/DVS, Play, Pinnacle, Pixel Power, Pro-Bel, Quantel, Snell & Wilcox, SGI, Sony, Video Design Software, and Vizrt.</p> <p>(Additional brands may be added.)</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 Video Graphics product category genre and related aspects will be surveyed.**
- **Unit and market value data by application**
- **Brand and leading model market shares**
- **Installed base (owned)**
- **Purchases in the past (2007)12 months and value**
- **Plans to buy in the next (2008) 12 months and value**
- **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**
- **Applications planned/used for News, Streaming, MPEG, 3D, Sports, etc.**
- **Trade magazine readership and Trade Show attendance and preference**
- **Website visiting**

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 by each factor, as well as by overall Composite Brand Image. All charts also show the Industry Average.**

Pricing & Term

Pricing is based on the number of regions required. Each product category purchase includes the General Reports. The Brand Image Reports are included with a purchase of three or more regions. Pre-Publication Sponsor prices are lower than post publication prices (JSeptember, 2008 and beyond). Consult us for Package and Custom Cross Tabulation Pricing.

Video Graphics World tm 2008	Pre- Publication (less 20%)	Post- Publication Prices
Report Type*	Orders <u>Before</u> Publication April, 2008	Orders <u>After</u> Publication September, 2008
Regional OR By Vertical Segment Reports	20% DISCOUNT	
• 1 region or segment (product genre)	\$5,950	\$7,140
• 2 regions or segment	\$6,961	\$8,353
• 3 regions or segment	\$8,144	\$9,772
• ALL 4 regions & ALL segments (Global FULL Sponsorship)	\$9,950 <u>FULL</u> <u>GLOBAL</u>	\$12,050 <u>FULL</u> <u>GLOBAL</u>
<i>Special sections – below – are FREE with the above reports or may be ordered a la carte at the rates shown here</i>		
Brand Image Report	\$3,495	\$4,194
Brand Image Single Region	\$2,495	\$2,994
Trade Media & Shows Sections Only	\$5,950	\$7,140

* General Report sections are 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

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Video Graphics World TM 2008

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

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

USA Report (<i>Video Graphics USA TM2008</i>)	<input type="checkbox"/>
Europe/ME/A Report (<i>Video Graphics EMEA TM2008</i>)	<input type="checkbox"/>
Americas Report (<i>Video Graphics Americas TM2008</i>)	<input type="checkbox"/>
Asia Report (<i>Video Graphics Asia TM2008</i>)	<input type="checkbox"/>
FULL Global Report (<i>Video Graphics World TM2008</i>)	<input type="checkbox"/>
Individual product genre (e. g. Titling & Character Gen.)	<input type="checkbox"/>
Graphics -- Brand Image Only USA	<input type="checkbox"/>
Graphics -- Brand Image Only EMEA	<input type="checkbox"/>
Graphics -- Brand Image Only Americas	<input type="checkbox"/>
Graphics -- Brand Image Only Asia	<input type="checkbox"/>
Graphics -- FULL Global Brand Image	<input type="checkbox"/>
Graphics -- Trade Magazines & Shows USA	<input type="checkbox"/>
Graphics -- Trade Magazines & Shows EMEA	<input type="checkbox"/>
Graphics -- Trade Magazines & Shows Americas	<input type="checkbox"/>
Graphics -- Trade Magazines & Shows Asia	<input type="checkbox"/>
Graphics -- FULL Global Trade Magazines & Shows	<input type="checkbox"/>

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

Fax this completed form to (212) 213-6876

Thank you!