

Professional Audio World™ 2007

PAW 2007 will be published in May 2008
-20% Front-End Discounted Prices Available Thru December, 2007

Survey Description

General Overview:

Professional Audio World™ 2007 is the first GLOBAL survey of professional audio equipment genre and, intended to become the most comprehensive syndicated market research survey ever conducted regarding these products in the world. In all, six (6) separate sub-markets of professional end-users will be surveyed, census style in this first-ever, and global “bottoms-up” effort.

The Survey Covers 10 Genre of Professional Audio Products, including:

- Portable Recording Systems
- Studio Recording Systems
- Audio Recording Media
- Large Studio Mixers & Consoles
- Portable Mixers & Consoles
- Microphones
- Speakers/Monitors
- Amplifiers
- Digital Audio Workstations, and
- Audio Softwareⁱ

Markets:

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

- TV& Cable Stations
- Radio Stations,
- Film & TV Production and Post-Production
- Sound Contractor/Installer
- Institutional (Church, Government, Corporate, Medical and Educational), and
- Venue/Club/Stage

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 November 2007, 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:

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.

ⁱ Additional product genre may be added by launch time at the clients’ request.

Sampling Plan

The Market, Universe Size and Response Levels Sought (600)

This benchmark survey will cover four global regions:

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

The sampling plan closely follows manufacturer sales territories as regional divisions—for activity among five (5) professional photographic equipment user categories including journalism, labs, portrait and wedding studios, commercial studios and institutional markets. The sampling plan is shown below 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 are made.

SAMPLING PLAN

Vertical Markets	United States	Europe ME/Africa	Americas	Asia-Pacific	total global 2006 Survey Response Anticipated*
Broadcast & Cable	25	25	10	15	75
Radio Stations	25	25	10	15	75
Sound Reinforcement	25	25	10	15	75
Recording Studios	25	25	10	15	75
Institutional Facilities	25	25	10	15	75
Sound Contractor & Installer	25	25	10	15	75
Film & TV Prod & Post Facilities	25	25	10	15	75
Venues/ Clubs/Stages	25	25	10	15	75
Total User Markets	200	200	80	120	600

(# s = the number of anticipated responses sought)

* estimated

DIS Multi-client Studies

Overall Design:

The design of *Professional Audio 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.

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.

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Website: www.disconsultingcorporation.com

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 receive a *Professional Audio 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 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 *Professional Audio World*™ 2007 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. We targets 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 Kemps International, The SMPTE Membership Guide, The World Guide to Film & TV and specialized in-country directories are also used. Institutional names were taken from O'Dwyers Guide and other sources. The RTNDA list of news directors was also sourced to improve NEWS/ENG use coverage. Most audio listings are sourced from AES, Cedia, SPARS and APRS.

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 Targeted:

We target major facilities and sites, individual shops, malls and/or similar relevant locations, worldwide. An attempt will be made to be sure to include large operations for each category.

Lists by Region and Marketplace

<u>Markets</u>	<u>USA</u>	<u>Europe/ME/Africa</u>	<u>Asia</u>	<u>Americas</u>
Broadcast/Cable/Radio	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-Prod (Film & TV)	NAB/SMPTE Yellow Pages AES	NAB/IBC/Kemps Sonovision, Kays, AES, etc.	BA/IBC/NAB Kemps/China, & Japan guides, AES	NAB/IBC show guides Kemps/SET AES
Recording Studios	AES APRS SPARS	AES APRS SPARS	AES APRS SPARS	AES APRS SPARS
Sound Contractors	CEDIA	CEDIA	CEDIA	CEDIA
Venues/Clubs/Stages	Yellow Pages	Yellow Pages	Yellow Pages	Yellow Pages

Report Table of Contents

<p>FRONT MATTER Cover & Spines Introduction & Methodology Staff Roles & Biographies Executive Summary Industry Forecasts</p> <p>GENERAL REPORT Type and size of operation Leading applications as such: recording, live sound, audio editing, film & production sound, etc. Size of budget Budget increasing, decreasing or remaining (2005/2006) Size of revenues Revenues increasing, decreasing, remaining (2005/2006) Number of employees Type of audio applications Number of staff having access to audio systems Extent of purchase authority Type of station or facility</p> <p>Technology Trends Type of recording and storage utilized Maximum recording and storage capacity Departments responsible for audio equipment Workflow patterns Compression use Computer platforms used disk versus tape</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, ADK, Aphex, Audix, Audio-Technica, Allen & Heath, Altec Lansing, Azden, AKG, Akai, Apogee, AMS/Neve, Alesis, Argosy, Audio MINI (XXL), API, Ashly, Aardvark, Antex, Audiotrak, Apex, ADAM, BEAW, Beyer Dynamic, BBE, Bose, Behringer, Blue, Boss, Cakewalk, Calrec, Cerwin-Vega, Celestion, Crown, CAD, Cirrus Logic, Countryman, Carvin, Crest, Creamware, DBX, DPA, Digidesign (Avid), Denon, Dolby, Doremi Labs, Digigram, Digitech, Edirol, E-MU, Euphonix, Electro-Voice, Echo Audio, Earthworks, Event, Fairlight, Fidelipac, Fostex, Focusrite, Fuji, Genelec, Gefell, Grove Tubes, Harmon, Harrison/GLW, Hafler, HHB, iZ, JBL, Josephson, Klipsch, Korg, KRK, Klein + Hummel, Lexicon, Logitech, Lynx, MACKIE, Maxell, M-Audio, Meyer Sound, Motu, Marantz, MBHO, MXL, Nady, Nagra, Numark, Neumann, Otari, Peavey, Pre-Sonus, Panasonic/RAMSA/Technics, Pioneer, Quedsted, QSC, Quantegy, RANE, Radio Systems, Radio Shack, Roland, RTS, Rycote, Rolls, RME, Sadie,</p>
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<p>Year of first pro audio system purchase</p> <p>Year of latest pro audio system purchase</p> <p>Use of Fiber Channel, Ethernet or SCSI</p> <p>Troublesome problems such as crashes and firewalls Summary of key features of audio gear</p> <p>Number of audio channels now used</p> <p>Number of audio channels planned</p> <p>Automation software used</p> <p>Other systems that audio systems integrate with</p> <p>Magazines and Trade Shows</p> <p>Trade magazines read and preferred</p> <p>Single most valued</p> <p>Trade shows attended and planned</p> <p>Single most valued</p> <p>PRODUCT REPORT(s) – 10 Audio Genres</p> <p>By vertical market and region</p> <p>Number of audio genre owned (installed)</p> <p>Number of audio genre units by brand</p> <p>Number of units by brand, model, type or series</p> <p>Value in dollars</p> <p>Number of units purchased in 2005 Value in dollars Number of units planned for 2006 Value in dollars</p> <p>Longer term prospects for sales – 5-year forecasts</p>	<p>Sanken, Samson, Scoth (3M), Schoeps, SE, Sennheiser, Shively, Shure, Steinberg, Studer, Solid State Logic, Sony, Soundcraft, SRS Labs, Sonifex, Systems Wireless, STK, Studiomaster, Superscope, TC Electronics, TEAC, Tascam, Tannoy, Trantec, TerraRec, TDK, Trident/Oram, Telex, Valley, Ward Beck, Waves, Wohler, Yamaha, 360 Systems, Universal Audio, Xytar, Zoom and Others</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 the quantitative 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 detail for all questions asked are also provided. Clients receive a copy of the report in CD-ROM format. There are three types of reports available:

1. Product Report

- **Ten product genre categories surveyed, including:**
 1. **Portable Recording Systems**
 2. **Studio Recording Systems**
 3. **Audio Recording Media**
 4. **Large Studio Mixers & Consoles**
 5. **Portable Mixers & Consoles**
 6. **Microphones**
 7. **Speakers/Monitors**
 8. **Amplifiers**
 9. **Digital Audio Workstations, and**
 10. **Audio Software**
- **Unit and market value data in each**
- **Brand and leading model market shares**
- **Installed base (owned)**
- **Purchases in the past 12 months and value (2006)**
- **Plans to buy in the next 12 months and value (2007)**
- **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, such as IP,
- Applications planned/used for, streaming, MPEG, etc.
- 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 regions and product categories required. Each product category purchase includes the General Reports. The Brand Image Reports are included with a purchase of three or more regions and seven or more products. Pre-Publication Sponsor prices are lower than post publication prices (December, 2008 and beyond). Consult us for Package and Custom Cross Tabulation Pricing.

<i>Professional Audio World™ 2007 The first Global survey</i>	<i>Pre- Publication Prices</i>	<i>Post- Publication Prices</i>
<i>Report Type*</i>	<i>Orders <u>By</u> closing December, 2008 (-20% Discounted)</i>	<i>Orders <u>After</u> Publication By May, 2008</i>
<i>Regional Reports</i>		
• <i>1 region or global product genre</i>	\$5,950	\$7,140
• <i>2 regions or global product genres</i>	\$6,961	\$8,353
• <i>3 regions or global product genres</i>	\$8,144	\$9,772
• <i>ALL 4 regions – all product genres (Global FULL Sponsorship)</i>	\$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>		
<i>Global Brand Image Report</i>	\$3,495	\$4,194
<i>Single Region Brand Image Report</i>	\$2,495	\$2,994
<i>Global Trade Media & Shows Sections</i>	\$3,495	\$4,194

* General Report is FREE with orders of three or more regions

** 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**
Professional Audio World™2007

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

I want to order *Professional Audio World*™2007 -- with the following Regions, Product Genre or Sections:

USA Report	<input type="checkbox"/>
EMEA Report	<input type="checkbox"/>
Americas Report	<input type="checkbox"/>
Asia Report	<input type="checkbox"/>
Full GLOBAL Report	<input type="checkbox"/>
<i>Product Genre & Special Sections</i>	
Portable Recording Systems	<input type="checkbox"/>
Studio Recording Systems	<input type="checkbox"/>
Audio Recording Media (Tapes & Disks)	<input type="checkbox"/>
Large Studio Mixers/ Consoles	<input type="checkbox"/>
Portable or Small Mixers/Consoles	<input type="checkbox"/>
Microphones	<input type="checkbox"/>
Speakers/Monitors	<input type="checkbox"/>
Amplifiers	<input type="checkbox"/>
Digital Audio Workstations	<input type="checkbox"/>
Audio Software	<input type="checkbox"/>
Full Global Brand Image Section	<input type="checkbox"/>
Full Global Trade Magazines, Shows & Sites	<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!