

## DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

# Video Switchers World™ 2007

Modular Reports: Production/Post, Master Control & Routing or ALL

**The Report Will Be Published in August 2007  
-20% Discounted Prices Available Thru IBC**

## Survey Description

### General Overview:

*Video Switchers World™ 2007* is the first tracking survey and the second global “bottoms-up” survey of video switcher systems. Reports are modularly available for the separate switcher product genres of A) **Production/Post**, B) **Master Control** and C) **Routing** – or **ALL**. The survey is intended to be the most comprehensive syndicated market research survey ever conducted regarding these systems in the world, among 1) TV & cable stations, 2) production and post-production and 3) 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 genre reported globally) and/or one report each for the three major product genre, as desired.

### Deliverables:

The sponsors receive a CD-ROM copy of the survey results for those product genres they have sponsored and for global totals if they have sponsored the survey on a global level.

### The Market, Universe Size and Response Level That Is Sought (600+ are anticipated):

The report covers four world regions: USA, EMEA (Europe, Middle East, and Africa), Asia-Pacific and the Americas—regions which 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 responses to the trends and products questions of the study from which projections are made:

Vertical Markets	States United	Europe ME/Africa	Americas	Asia-Pacific	total global 2004 Survey Response*
Broadcast TV & Cable	75	65	30	60	230
Institutional facilities	50	40	20	30	140
Production & Post Facilities	75	65	30	60	230
<b>Total User Markets</b>	<b>200</b>	<b>170</b>	<b>80</b>	<b>150</b>	<b>600</b>

(# s = the number of anticipated responses sought)

\* estimated

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## DIS Multi-client Studies

### Overall Design:

The design of *Video Switchers World <sup>TM</sup> 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: *Video Editing World <sup>TM</sup> 2007* and *Video Graphics World <sup>TM</sup> 2007*. Another study, *Professional Camcorders World <sup>TM</sup> 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 receive a *Video Switchers World <sup>TM</sup> 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 <sup>TM</sup> 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 Switchers World tm 2007* project will use 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 come from The World Guide to TV & Film. That culling targets chief engineers or the equivalent senior technology executive at each U. S. TV and cable station. 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, and specialized in-country directories, like the SONOVISION Qui Fait Quo, will also be 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	EME	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 SET/Caper
Prod/Post-Production	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, etc.	BA/IBC/NAB Kemps/China & Japan guides	NAB/IBC show guides Kemps SET/Caper
Institutional Facilities	NAB/SMPTE O'Dwyer's	IBC/Kemps/NAB Kompass	BA/IBC/NAB Kompass	NAB/IBC SET/Caper

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

## Report Table of Contents

<p><b>FRONT MATTER</b> Cover &amp; Spines Introduction &amp; Methodology Preface &amp; Purpose Staff Roles Executive Summary Industry 5-year Forecasts</p> <p><b>GENERAL REPORT</b> <b>General</b> Type of operation Size of operation/ Number of employees Leading applications as such: News, Streaming, Sports, Documentary, Programs, etc. Size of budget Budget increasing, decreasing or remaining the same (2005/2006/2007) Size of revenues Revenues increasing, decreasing or remaining the same (2005/2006/2007) Type of applications Number of staff having access to switching systems Extent of purchase authority Source of purchases ADI or comparable ranking Type of station or facility <b>Technology Trends</b> Type of switching utilized Maximum bus capacity Use of storage Departments responsible for switching systems Workflow patterns MPEG orientation HD orientation and transition Keying Compression use Computer platforms used Disk versus tape Year of first switching system purchase Year of latest purchase Use of Fiber Channel, Ethernet or SCSI Troublesome problems Summary of key features of switching systems -- effects Number of seats now used and planned Other systems that switching systems integrate with (The report TOC is also available)</p>	<p><b>Magazines, Trade Shows &amp; Websites</b> Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued Websites visited Websites most valued</p> <p><b>PRODUCT REPORTS – BY GENRE</b> By vertical market and region Number of switching systems owned (installed) Number of units by brand, model, type or series Value in dollars and number of units purchased in 2006 Value in dollars and number of units planned for 2007 Value in dollars and/or euro Breakdowns by major application groups</p> <p><b>BRAND IMAGE REPORT – By Genres</b> 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>Queried and reported separately for switchers in: <u>Production/Post,</u> <u>Master Control</u> and <u>Routing,</u> With Brands to include (but not be limited to): Accom/Abekas, ADC, Adcom, Adrienne, Ampex, BAL, Broadcast Pix, Broadcast Technology, Broadcast Video Systems, Brick House, BTS/Bosch, Comprehensive Video, Datatek, Datavideo, Dynatek, Digital Video Systems (DVS), Echolab, Edirol, Evertz, Extron, Focus Enhancements, For-A, Grass Valley Group (Thomson), Gefen, Hedco, Hitachi, Horita, Hotronic, Ikegami, Inline, Image Video, JVC, Kramer, Knox, Laird, Leitch, Leightronix, Link, Miranda, Multidyne, Network, Newtek, Nvision, Oxtel, Panasonic, PESA, Philips/DVS, Pinnacle Systems, Pro-Bel, Ross Video, Quantel, Quartz, Sierra, Sigma, Snell &amp; Wilcox, Sony, Ultimatte, Utah Scientific, VGV (Video Gainesville), and Videotek.</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

- **Video Switching product categories (Production/Post, Master Control and/or Routing), are modularly available by genre or ALL (Globally, FULL)**
- **Unit and market value data**
- **Brand and leading model market shares**
- **Installed base (owned)**
- **Purchases in the past 12 months (2006) and value**
- **Plans to buy in the next 12 months (2007) 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/Weather/Live-to-Air, Web/Internet, Sports/Mobile, Distribution, etc.**
- **Trade magazine readership and Trade Show attendance and preference**
- **Website visiting habits**

## 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 & Terms

Pricing is based on the number of sections, regions or product genre required. Each of the video switching product genres purchased – A) **Production/Post**, B) **Master Control** or C) **Routing** – Or **ALL** includes the General Reports. The Brand Image Reports are included with a purchase of three or more product category reports. Pre-Publication Sponsor prices (July 31<sup>st</sup>, 2007) are lower than post publication prices (August 2007 and beyond). Consult us for Package and Custom Cross Tabulation Pricing.

<b>Video Switchers World™ 7</b>	<b>Post-Publication Prices</b>	<b>Pre-Publication Prices</b>
<b>Report Type*</b>	<b>Orders <u>After</u> Publication after August 2007</b>	<b>Orders <u>Before</u> July 31<sup>st</sup>, 2007 (-20% Discounted)</b>
<b>Regional OR By Genre Specific Reports</b>		<u>20% DISCOUNT</u>
• 1 region or 1 genre (e. g.' routing')	\$7,140	\$5,950
• 2 regions	\$8,353	\$6,961
• 3 regions or 2 genre	\$9,772	\$8,144
• <b>ALL 4 regions &amp; ALL 3 product genres (Global FULL Sponsorship)</b>	\$12,050	<u>\$9,950 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>		
<b>Brand Image Report</b>	\$3,950	\$3,495
<b>Brand Image Single Region or Genre</b>	\$2,950	\$2,495
<b>Trade Media &amp; Shows Sections Only</b>	\$2,950	\$2,495

\* 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**  
*Video Switchers World™ 2007*

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

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

USA Report (VSW™ 2007)	[ ]
EMEA Report (VSW™ 2007)	[ ]
Americas Report (VSW™ 2007)	[ ]
Asia Report (VSW™ 2007)	[ ]
Full GLOBAL Report (VSW™ 2007)	[ ]
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!