

**DIS Consulting Corporation**  
Publishing syndicated market research surveys in media technology markets since 1982  
**Video Displays World™ 2007**

VDW 2007 will be published in *February 2008*  
-20% Front-End Discounted Available Thru November

**Survey Description**

This report covers *CRTs and LCD Plasma Flat Panels*

**General Overview:**

*Video Displays World™ 2007*, is the first global benchmark survey of video displays including: *CRTs and LCD & Plasma Flat Panels* in use among professionals and, is expected to be the most comprehensive syndicated market research survey ever conducted regarding these products and in the world, among TV & cable stations, production and post-production, institutional facilities and commercial/digital signage uses in terms of product and market coverage, influences and overall reporting detail. In February 2008, we will publish a comprehensive report, showing all results in Total (all sub-markets) and one report each for the four major geographic regions (USA, EMEA, Asia and the Americas).

**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 Are Sought (400):**

This tracking survey will cover four regions: USA, 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 universe size in terms of number of sites and responses to the trends and products questions of the study from which projections are made.

| Vertical Markets          | United States | Europe ME/Africa | Americas   | Asia       | total global 2007 Survey Response Anticipated* |
|---------------------------|---------------|------------------|------------|------------|--|
| Broadcast/Cable TV        | 40            | 40               | 30         | 40         | 150  |
| Institutional Facilities  | 40            | 40               | 30         | 40         | 150  |
| Prod/Post Facilities      | 40            | 40               | 30         | 40         | 150  |
| Comm/Digit Signage        | 40            | 40               | 30         | 40         | 150  |
| <b>Total User Markets</b> | <b>160</b>    | <b>160</b>       | <b>120</b> | <b>160</b> | <b>600</b>                                     |

(# s = the number of anticipated responses sought)

\* estimated

## DIS Multi-client Studies

### Overall Design:

The design of *Video Displays 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.

### 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 Displays Video 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 Design

### Sample Frame and Lists Sourced:

The *Video Displays World tm 2007* 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 each 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 were also utilized. Institutional facilities 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

| <b>Markets</b>   | <b>USA</b>  | <b>Europe/ME/Africa</b>                               | <b>Asia</b>                                     | <b>Americas</b>                                  |
|--|---|---|---|--|
| Broadcast/Cable/Satellite  | NAB/SMPTE<br>Broadcasting<br>& Cable Ybk<br>RTNDA | NAB/IBC/Kemps<br>World Guide to<br>Film & TV<br>RTNDA | BA/IBC/NAB<br>ABU/SMPTE<br>World Guide          | NAB/IBC<br>World Guide<br>Film & TV<br>SET/Caper |
| Institutional (Gov't,<br>Medical, Educational,<br>Corporate and Religious) | NAB/SMPTE<br>O'Dwyers                             | IBC/Kemps<br>Compass                                  | A/IBC/NAB<br>Kemps, etc.                        | NAB/IBC<br>Set/Caper                             |
| Production/Post-Production   | NAB/SMPTE<br>Yellow Pages                         | NAB/IBC/Kemps<br>Sonovision, etc.                     | BA/IBC/NAB<br>Kemps/China<br>& Japan guides     | NAB/IBC<br>show guides<br>Kemps<br>SET/Caper     |
| Digital Signage<br><br>directories   | InfoCOMM<br>Yellow Pages<br>Various directories   | InfoCOMM<br>Yellow Pages<br>Various directories       | InfoCOMM<br>Yellow Pages<br>Various directories | InfoCOMM<br>Yellow Pages<br>Various              |

In all, globally, 50 plus countries will be covered in the 2007 survey, representing virtually all of the developed TV-using countries of the world.

## Report Table of Contents

|   |  |
|---|--|
| <p><b>FRONT MATTER</b><br/>Introduction &amp; Methodology<br/>Preface &amp; Purpose<br/>Staff Roles &amp; Biographies<br/>Executive Summary<br/>Industry Forecasts</p> <p><b>GENERAL REPORT</b><br/><b>General</b><br/>Type of operation<br/>Size of operation<br/>Leading applications as such: playback, editing, mobile, digital signage, etc.<br/>Size of budget<br/>Budget increasing, decreasing or remaining the same (2007/2008)<br/>Size of revenues<br/>Revenues increasing, decreasing or remaining the same (2007/2008)<br/>Number of employees<br/>Number of staff having access to displays<br/>Extent of purchase authority<br/>ADI or comparable ranking<br/>Type of station or facility<br/><b>Technology Trends</b><br/>Type of display technology utilized<br/>Maximum screen size (measured diagonally)<br/>Type of applications<br/>Departments responsible for displays<br/>Workflow patterns<br/>MPEG orientation and IP issues<br/>HD orientation and transition<br/>Compression use<br/>Computer platforms used disk versus tape<br/>Year of first flat panel display purchase<br/>Year of latest display purchase<br/>Troublesome problems such as lag, low resolution<br/>Summary of key features of displays<br/>Number of displays now used<br/>Number of displays planned<br/>Software used<br/>Other systems that displays integrate with<br/>Most common connectors<br/>Type of sound<br/>Number of channels of audio<br/>Features sought in a new display (conjoint analysis)<br/>Other technical issues</p> | <p><b>Magazines and Trade Shows</b><br/>Trade magazines read and preferred<br/>Single most valued<br/>Trade shows attended and planned<br/>Single most valued<br/>Websites visited</p> <p><b>PRODUCT REPORT(s) – CRTs, LCD &amp; Plasma</b><br/>By vertical market and region<br/>Number of displays owned (installed)<br/>Number of display units by brand<br/>Number of units by brand, model, type or series<br/>Value in dollars<br/>Number of units purchased in 2007<br/>Value in dollars and/or euro<br/>Number of units planned for 2008<br/>Value in dollars<br/>Longer term prospects for sales – 5-year forecasts</p> <p><b>BRAND IMAGE REPORT – By Genres</b><br/>General criteria for Brand Image Rankings<br/>Image rankings of major brands of servers including:<br/>For:<br/>Awareness and<br/>a) Price,<br/>b) Quality,<br/>c) Reliability and<br/>d) After-sales-service</p> <p>Brands to be included (but are not limited to):<br/><br/>Apple, BARCO, BENQ, Bosch, Dell, Envision, JVC, LG, Harris (Leitch or Videotek), Hewlett-Packard, Hitachi, IBM, Ikegami, Marshall, Mitsubishi, Numark, NEC, Olevia, Panasonic, Planar, Proton, Pioneer, Philips, Sharp, Sony, Samsung, Sanyo, Tektronix, Toshiba, Thomson, Vitek, Viewsonic. Etc.</p> <p>(See the questionnaire in Brands and Brand Image and in product genre sections to locate all pre-listed brands by name)</p> |
|---|--|

## 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:

- Display product categories (CRT and LCD, Plasma) 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
- Applications planned/used
- 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 regions and products required. Each regional purchase includes the General Report sections. The Brand Image Reports are also included with a purchase of one or more regional reports. Pre-Publication Sponsor prices are lower than post publication prices. Consult us for Package and Custom Cross Tabulation Pricing.

| <b><i>Video Displays World™ 2007<br/>The first Global BENCHMARK<br/>survey</i></b>                                    | <b><i>Pre-<br/>Publication<br/>Prices</i></b>                | <b><i>Post-<br/>Publication<br/>Prices</i></b> |
|---|--|--|
| <b><i>Report Type*</i></b>  | <b><i>Orders<br/>Before</i></b>                              | <b><i>Orders<br/>After<br/>Publication</i></b> |
|   | <b><i>November,<br/>2007<br/>( -20%<br/>Discounted )</i></b> | <b><i>in<br/>February<br/>2008</i></b>         |
| <b><i>Regional Reports</i></b>  |  |  |
| • 1 region  | \$5,950  | \$7,140  |
| • 2 regions   | \$6,961  | \$8,353  |
| • 3 regions   | \$8,144  | \$9,772  |
| • ALL 4 regions<br>(Global FULL Sponsorship)  | \$9,950<br><u>FULL</u><br><u>GLOBAL</u>                      | \$12,050<br><u>FULL</u><br><u>GLOBAL</u>       |
| <i>The following sections are FREE with the above packages OR available a la carte at the rates illustrated below</i> |  |  |
| <b><i>Global Brand Image Report</i></b>   | \$3,495  | \$4,194  |
| <b><i>Single Region Brand Image Report</i></b>  | \$2,495  | \$2,994  |
| <b><i>Global Trade Media &amp; Shows<br/>Sections</i></b>   | \$3,495  | \$4,194  |
| <b><i>Regional Trade Media &amp; Shows<br/>Sections</i></b>   | \$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**  
*Video Displays 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 Displays World™ 2007* -- with the selection of the following Regions or Sections:**

|                                     |     |
|-------------------------------------|-----|
| USA Report                          | [ ] |
| EMEA Report                         | [ ] |
| Americas Report                     | [ ] |
| Asia Report                         | [ ] |
| Full GLOBAL Report                  | [ ] |
|                                     |     |
| Brand Image Only USA                | [ ] |
| Brand Image Only Europe/ME/Africa   | [ ] |
| 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!