

DIS Consulting Corporation

Publishing syndicated market surveys in media technology markets since 1982

Studio Camera World™ 2007

SCW 2007 will be published in January 2008
20% Front-End Discount Prices Available November 2007

Survey Description

SCW World™ 2007 focuses on the transition in Studio Cameras and Related Lenses

General Overview:

Studio Camera World™ 2007 is the first global survey of Studio Cameras, and is based on a prior report of pro-grade Camcorders.

This benchmark global survey is the most comprehensive syndicated market research survey ever conducted regarding Studio Cameras and related Lenses, globally, among the various professional vertical segments, including:

- **Broadcast & Cable**
- **Production & Post Production**
- **Mobile/OB**
- **Event Video**
- **Institutional Facilities**
- **Independent Video & Film**
- **Equipment Rental**
- **Other**

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 studio cameras 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.

The Market, Universe Size and Response Level That Are Sought (800+ are anticipated):

The report covers four regions: USA, EMEA (Europe, Middle East, and Africa), Asia, and the Americas—these regions 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.

Studio Camera Study Sample

Vertical Markets	United States	EMEA	Americas	Asia-Pacific	Total Global 2006 Survey Responses Sought
Broadcast & Cable	50	50	25	35	
Production & Post Production					
Mobile / OB					
Event Video					
Institutional facilities					
Independent Film & Video					
Equipment Rental					
Other					
Total	40	40	15	30	800

* This includes: Governmental, Educational, Medical, Corporate and Religious facilities.

DIS Multi-client Studies

Overall Design:

The design of *Studio Cameras 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 *Studio Camera 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 *Studio Camera World™ 2007* project uses 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. We target 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 also 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 to Be Utilized

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 Companies	NAB/SMPTE Yellow Pages	NAB/IBC/Kemps Sonovision, etc.	BA/IBC/NAB Kemps/China & Japan guides	NAB/IBC show guides Kemps
Mobile / OB	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
Equipment Rental Companies (close up)	MPE Directory NAB Yellow Page	KEMPS IBC Yellow Pages	KEMPS BA Yellow Pages	KEMPS NAB Yellow Pages
Event Video	Shooting People Yellow Pages Mandy's	Shooting People Yellow Pages Mandy's	Shooting People Yellow Pages Mandy's	Shooting People Yellow Pages Mandy's
Institutional Facilities	NAB/SMPTE O'Dwyer's ITVA	IBC/Kemps/NAB Kompass ITVA	BA/IBC/NAB Kompass ITVA	NAB/IBC SET/Caper ITVA ⁱ

ⁱ Additional in-country guides are also used as needed, to augment the above list sources. These include guides such as SONOVISION's Qui Fait Quo (France's renowned production facility guide) and other comparable guidebooks. The same is true of professional society lists that will be tapped into to check against other lists. Clients are welcome to give suggestions regarding list sources, universe sizes or any aspect of the research design.

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, Digital Cinema, Streaming, Sports/Live Events, Documentary, TV Programs, Commercials, 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 camera imagers utilized, and size of imagers Price range --- different price levels Number of staff having access to cameras Extent of purchase authority Month most often purchasing Source of purchases Purchase influences ADI or comparable ranking of stations Type of station or facility</p> <p>Technology Trends Type of Imaging utilized (chips) Type of frame rate Maximum # & Type of Imager of Resolution Use of Controls Departments responsible for cameras Workflow patterns – shifting trends in acquisition MPEG orientation and IP/IT issues HD/HDV orientation and transition Beyond HD Computer tuning and controls Year of first Camera Year of latest purchase Use of Fiber Channel, FireWire, Ethernet or SCSI Troublesome problems Summary of key features and specs of cameras</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 Organizational membership</p> <p>PRODUCT REPORT By vertical market and region Number of cameras owned (installed) Number of units by brand 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): Grass Valley, Thomson Group, Hitachi, Ikegami, JVC, NEC, NHK, Panavision, Panasonic, Philips/BTS, Red Camera, Sharp, Sony, Toshiba, Others</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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Leading accessories, lenses in lighting, batteries, supports and tripods, etc.	
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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

- Studio Camera product category and related Lenses to be surveyed
- Unit and market value data – By Application (e. g. ‘Digital Cinema’)
- 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 Report

- 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 HD, IP/IT, 4K, etc.
- Applications planned/used for News, Digital Cinema, MPEG, Sports, etc.
- Trade magazine readership and Trade Show attendance and preference
- Website visiting 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 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 required. The product category purchase includes the General Reports. The Brand Image Reports are included with a purchase of three or more product category reports. Consult us for Package and Custom Cross Tabulation Pricing.

Studio Camera World™ 2007 The first Global survey	Front-End Prices	Post- Publication Prices
Report Type	Orders Before November, 2007 (-20% discounted)	Orders After Publication January 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 *Studio Camera World™ 2007*

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

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

USA Report (<i>SCW USA™ 2007</i>)	[]
Europe/ME/A Report (<i>SCW EMEA™2007</i>)	[]
Americas Report (<i>SCW Americas™2007</i>)	[]
Asia Report (<i>SCW Asia™2007</i>)	[]
Full Global Report (<i>SCW™2007</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!