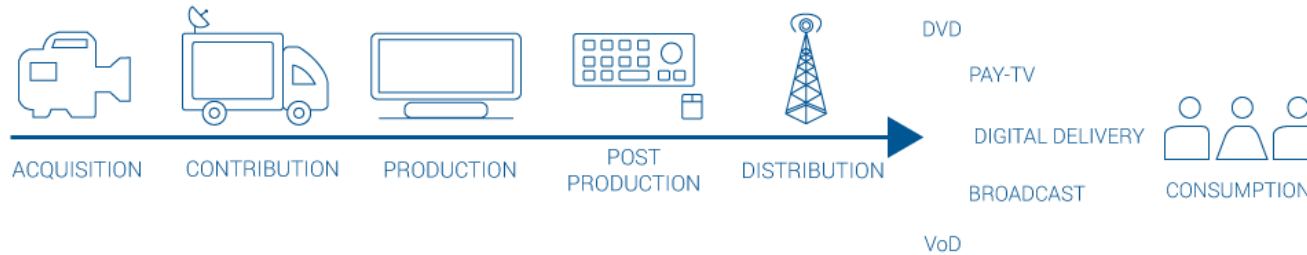


# BROADCAST & PROFESSIONAL VIDEO EQUIPMENT

# PROFESSIONAL VIDEO EQUIPMENT TEAM OVERVIEW

## Glass to Glass Coverage



- | Futuresource has tracked the broadcast and professional video equipment business for more than 15 years and provides tailored subscription-based and one-off market sizing and industry forecasting services, complemented by informed strategic insights and independent business assessments.
- | The Professional Video team uses a range of methodologies including face-to-face, telephone and web interviewing, focus groups and unique, actual sales-in data feeds from vendors.
- | From acquisition through to final delivery, Futuresource covers product areas throughout the entire chain including: professional camcorders and monitors, video servers, routers and multi-viewers, as well as encoders, decoders and transcoders.
- | Viewed alongside the CE services, this gives Futuresource a complete view of the industry from “glass to glass”: from content production to consumption, resulting in a unique strategic view of the market.

### The Range of Research

- | Market Sizing  
Actual Data Tracking  
Research Based Sizing
- | Channel Tracking  
Distributors  
System Integrators  
Value Added Resellers  
Professional Photo Stores
- | End User Research
- | Custom Research
- | Opportunity Assessment
- | Competitive Profiling
- | Strategic Consulting
- | Product Development

# METHODOLOGIES

| Expert interviews – face-to-face or telephone - with the following types of respondent:

- Equipment vendors
- Component suppliers
- Sales and rental channels
- Broadcasters
- MSOs
- Online content providers
- Teleport operators/contribution
- News/ENG
- Production companies
- Event videographers
- Freelancers
- Corporates
- Education
- Institutions
- Post houses
- OB companies

| Focus groups bringing together end-users and decision-makers to address industry topics or provide feedback on products or concepts.

| Data collation combining publicly available data from industry associations, trade publications and company financial reports.

# QUARTERLY TRACKING SERVICES

- | Futuresource's tracking services use a sales-in methodology, collecting actual sales data by model and country directly from vendors.
- | This provides users with incredibly detailed volume and value analysis by country, brand and key specification by quarter.
- | Results are delivered in a proprietary analysis platform, Analyzer, which allows analysis of unlimited variables.
- | Five-year forecasting by country, application and key specification. Key forecasts delivered using the Analyzer software and allowing for multi-dimension analysis. Other specification forecasts are delivered as PDF reports.

## Pro Camcorder



### Frequency:

Quarterly

### Coverage:

52 countries

### Segmentation:

Year & Quarter (CY/FY)	Price Segment,
Brand	Sensor Size
Connectivity	No. of Sensors
Data Rate	Tape/Non-Tape
Definition	Wireless Capabilities
Form Factor	2D/3D
Lens	Interface
Mount	

## Pro Monitor



### Frequency:

Quarterly

### Coverage:

40 countries

### Segmentation:

Year & Quarter (CY/FY)	Screen Size
Region & Country	Aspect Ratio
Brand	LCD/OLED
Price Segment	Input Resolution
Displays Technology	2D/3D
Panel Resolution	HDR/SDR

# ANNUAL MARKET TRACKERS & REPORTS

- | Futuresource's annual market trackers and reports profile markets in terms of value and volume (where appropriate) at global and regional levels. Features of each report include:
  - Back data and forecasts over the next five years.
  - Brand and technology share information.
    - Technology splits are also forecasted.
  - In depth, value add commentary on the industry trends and market drivers.

## System & Box Cameras

- | The System Camera and Box camera markets are struggling in the face of reduced budgets, a limited number of new installations and long replacement cycles. 4K and HDR may be set to change this in the future, however. Futuresource's System & Box Camera Market service gives a strategic view of the System and Box camera markets. Based on feedback from the leading market vendors and component suppliers, this service provides volume and value data from 2013 onwards, as well as providing an in-depth examination of technology trends.

## PTZ Cameras

- | The Professional PTZ camera market is booming, driven by the affordability of equipment, the growing demand for video in society and an increasing number of non-broadcast applications. This report aims to provide a strategic view of the pro PTZ camera market, through feedback provided directly from vendors and key channel partners. Data is provided from 2014 onwards.

# ANNUAL MARKET TRACKERS & REPORTS

## Convergence in Pro Video

- | Futuresource's Convergence in the Pro Video market report focuses on the growth of alternate acquisition products that are being used in professional video production. Devices such as DSLRs and CSC/Mirrorless cameras are increasingly being used by professional end users in place of traditional professional camcorders, and this service aims to reveal the scale and dynamics of this phenomena.
- | The report will size the market for DSLRs and CSC/Mirrorless Cameras, with growth forecasts for five-years, as well as profiling the types of products being used and why.
- | Analysis covers the shifting dynamic between pro camcorders and convergent products (DSLR and Mirrorless) and the shift to larger sensor sizes, including the highly competitive "full-frame" market.

## The Impact of OTT

- | This service will provide a clearer understanding of the ever-evolving OTT content production landscape and the strategies of the major SVOD players that have a significant domestic and/or international presence, along with emerging SVoD or specialist OTT Channels. Additionally, this service will profile their programme commissioning strategies, views on internal production vs external production, their key strategic production relationships and future strategies.

## 14.4V Battery Report

- | Futuresource's 14.4V battery market report focuses on the development of the market for batteries of 14.4V and greater and how they are used in professional video production. As cinema and broadcast equipment become more compact, versatile and modular, it is creating a need for more diverse battery features and form-factors. This service aims to reveal the scale and dynamics of this market.

# ANNUAL MARKET TRACKERS & REPORTS

## Production Switchers

- | Like many product areas, the production switcher market is being affected positively by a growing number of applications into which switchers can be sold, but is also facing stiff competition from software-based products cannibalising demand and bringing down ASPs. This service features data from 2015 onwards, with five-year forecasts.

## Video Servers

- | The global video server market is going through a difficult time; competition from alternative products is eroding demand as well as pushing prices down, resulting in a declining market both in terms of volume and value. Despite this, demand is increasing in emerging markets, offsetting overall decline, while 4K and IP are both poised to be market drivers. The video server service features data from 2013 onwards, with five-year forecasts.

## eSports

- | The esports phenomenon continues to gain momentum, with business expected to reach over a billion dollars in revenue this year, comprising games publishers' revenues, media rights, event ticket sales and merchandise, advertising and sponsorship.
- | This service will assess the size of the business and future growth potential for the Broadcast, Pro AV and IT industries in this exciting growth sector.
- | The service will also profile typical equipment setups used for eSports broadcasts and live-streams, as well as the key integrators and rental services used.

# ANNUAL MARKET TRACKERS & REPORTS

## Routers

- | This service sizes the global router market, profiling key market trends, technology developments and the competitive landscape. The service will cover SDI and IP video routers, as well as examining the impact of IP switches on the broadcast market. Data will be provided at regional level, with five-year forecasts.

## Multiviewers

- | This service sizes the global multiviewer market, profiling key market trends, technology developments and the competitive landscape. Data will be provided at regional level, with five-year forecasts.

## Broadcast Control

- | This service sizes the global broadcast control market, profiling key market trends, technology developments and the competitive landscape. Data will be provided at regional level, with five-year forecasts.



# THE FUTURESOURCE FOCUS

## EQUIPMENT

- | TV Displays
- | Set-Top Boxes
- | Blu-ray & DVD
- | Home Audio
- | Media Streamers
- | Games Consoles
- | Tablets
- | Smartphones
- | Wireless Speakers
- | VPAs
- | Headphones
- | Cameras
- | Wearables
- | VR/AR Headsets
- | Home Appliances
- | Home Theatre

## DELIVERY

- | Broadcast
- | Broadband
- | Mobile
- | Optical Disc
- | Laptop/PCs
- | Pro Audio
- | Pro LCD Displays
- | Pro LED Displays
- | Projectors
- | Collaboration Tech
- | Signal Distribution
- | PCs in Education

## CONTENT

- | Video
- | TV
- | Music
- | Games
- | Education
- | eBooks
- | Social
- | Interactive Whiteboards
- | Broadcast Equipment
- | Photo Equipment
- | Automotive Tech
- | Data Storage
- | Smart Home

- | Full service end-to-end research capabilities
- | Global market coverage based on informed local expertise
- | Delivering excellence for nearly 30 years
- | Leading-edge data delivery and analysis
- | Unrivalled client list, maintained through client-centred service approach

# WHAT WE DO – THE FUTURESOURCE APPROACH



## About Futuresource

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s.

Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world-class clients is fully supported in research, analysis, strategic planning and decision making.

- | Consumer Electronics
- | Print & Imaging
- | Media & Entertainment
- | Education Technology
- | Optical Disc Manufacturing
- | Broadcast Equipment
- | Professional Displays

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