

# The 2022-2027 Outlook for Broadcast, Studio, and Related Electronic Equipment for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for broadcast, studio, and related electronic equipment across the states and zip codes of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 10,833 zip codes in the United States. For each zip code in question, the percent share the zip code is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a zip code vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and zip code, latent demand estimates are created for broadcast, studio, and related electronic equipment. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers broadcast, studio, and related electronic equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for broadcast, studio, and related electronic equipment is 3342202. It is for this definition that aggregate latent demand estimates are derived. Broadcast, studio, and related electronic equipment is specifically defined as follows:

**3342202 BROADCAST, STUDIO, AND RELATED ELECTRONIC EQUIPMENT**

33422021 Broadcast, studio, and related electronic equipment

3342202100 Broadcast, studio, and related electronic equipment

3342202101 Broadcast, studio, and related electronic equipment, audio (excluding consumer and P.A. types), amplifiers and preamplifiers

3342202104 Broadcast, studio, and related electronic equipment, audio (excluding consumer and P.A. types), control consoles and switchers

3342202109 Broadcast, studio, and related electronic equipment, audio (excluding consumer and P.A. types), other (power suppliers, terminal equipment, broadcast recorders, etc.)

3342202113 Broadcast, studio, and related electronic equipment, video (excluding consumer and P.A. types), including amplifiers, television cameras, and tape recorders

3342202121 Broadcast, studio, and related electronic equipment, AM and FM transmitters

3342202124 Broadcast, studio, and related electronic equipment, TV transmitters

3342202127 Broadcast, studio, and related electronic equipment, other transmitters, translators, RF power amplifiers, and related equipment

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