

# Broadcast/Pro Standards / Formats Converters Report

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## Abstracts

Standards converters will continue to be a prominent force in the digital world. Demands for newer conversion technology will be the rule. Data migration won't be the only consideration for manufacturers. New distribution methods the world over are creating new challenges and new markets. Converters that can tackle wireless transmissions will come become more popular in the coming years. Devices that can give engineers the ability to migrate data over new generations of wireless standards with higher bit rates in multimedia will be common.

This is just part of the findings from SCRI's Broadcast/Pro Video Standards / Formats Converters Report . The full SCRI report provides quantitative data, based on extensive annual primary research surveys (since 1984) of broadcast and pro video facilities in each of the following end-user vertical markets: broadcast television stations, cable television stations, post production facilities (video and film), video production and multimedia facilities, corporate and institutional video facilities (government, educational, medical).

Quantitative data tables for 2006, 2007 & 2008 show total number of end-user facilities, total number and percentage purchasing by year , total dollars spent purchasing, total units purchased, average number of units purchased per end-user facility, and average price per unit. This data is displayed for each of the six vertical end-user markets as well as for the total across the board broadcast / pro video marketplace.

In addition, charts and tables show total units by format, by price range and by market share of the leading brands.

The approximately 10 page report commences with a detailed written report of the total category as well as of each individual vertical end-user market, bringing the quantitative data tables and charts to life with insightful analysis and forecasts. The written alaysis is

followed by the quantitative data tables and charts.

## Contents

### **WRITTEN ANALYSIS**

Category Overview  
Future Forecast

### **QUANTITATIVE DATA FOR 2006, 2007, 2008**

Analysis, by Vertical Market, by Year  
Total Facilities  
Total Purchasers  
Penetration  
Total Market Value\* (in thousands)  
Total Units Purchased  
Average # of Units  
Average Price (\$ 000)

### **VERTICAL MARKETS**

Broadcast TV  
Cable TV  
Video/Film Postproduction  
Video/Film Production  
Corporate Video  
Institutional Video (Government, Educational, Medical).

### **OTHER BREAKOUTS:**

Formats, Product Type, Price Range  
Brand Share

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