

# Broadcast/Pro Video Compression Encoders/Decoders Report

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## Abstracts

Marketers will be up against some interesting odds as distribution mediums and algorithms continue to change in our ever-evolving digital world. Compression technologies will have to keep pace with a myriad of distribution channels in the video and television industries. The sky seems limitless when we consider satellite, mobile, WiFi, WiMax, VOD, VoIP, IPTV, Internet, Social Networking, HD, DVD... just to name a few.

This is just part of the findings from SCRI's Broadcast/Pro Video Compression Encoders/Decoders 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 analysis 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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