

Broadcast/Pro Video Monitors Report

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Abstracts

To be sure, monitors will change technology, get bigger, thinner and lighter and be more visually dynamic as HD takes hold. Cablers and broadcasters will grab the majority of these units for their variety of monitor needs in newsrooms, production, control room, studio and field operations. Post houses and producers will also be a formidable audience that will continue to upgrade their monitoring capabilities to support their latest vertical upgrades. More monitors are likely to be DTV/HDTV compatible to accommodate the influx of both analog and digital signals. Devices that can accommodate a variety of aspect ratios and signals will also be in demand as the digital migration continues worldwide.

This is just part of the findings from SCRI's Broadcast/Pro Video MonitorsReport . 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.

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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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