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Non-Linear Editing Market Research Report

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Abstracts

Nonlinear editing has a very secure and lucrative future in the professional television/video industry. Its essential function makes it an undeniable necessity. Versatility and compatibility are certainly some of the biggest considerations that marketers can continue to make as they roll out new versions of their products. Continued accommodation to legacy equipment will also create niches in some of the less profitable markets.

This is just part of the findings from SCRI's Broadcast/Pro Video Non-Linear Editors 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.

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Video/Film Production
Corporate Video
Institutional Video (Government, Educational, Medical).

OTHER BREAKOUTS:

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