Broadcast Switchers Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2014 - 2020

Description:

Broadcast switchers are hardware components used in video transmission process. Switchers are the integral part of the video broadcasting and used in film or video production for selecting or switching different audio and video signals coming in from different sources. Switchers are of different types such as production switchers, routing switchers and master control switchers and are used in control rooms, remote trucks and so on.

The increasing consumer demand for broadcasting major programs including music concerts and live sporting events in HD format requiring equipment to add special effects has resulted in the growing demand for production switchers worldwide. In addition, with increasing demand for higher quality video, the broadcast industry has seen an increase in HD satellite broadcast subscribers globally. HD channels have seen steady growth and with increasing digital transmission, the number of HD channels is expected to grow from 4,500 to 7,547 at a CAGR of 9.0% from 2013 to 2019.

ITU (International Telecommunication Union) has mandated the conversion of digital television broadcasting globally because of its spectrum efficient transmission technology. Digitalization allows broadcast stations to provide more programming opportunities through multiple broadcast streams with improved picture and sound quality. In 2006 at Geneva, at a conference of the ITU, 120 countries signed a treaty to migrate to digital television. In accordance with this treaty, African, European and Middle-East regions have to migrate to digital television before June 17, 2015. Countries of the ECOWAS (Economic Community of West African States) sub-region are working to adopt a common implementation plan for digital transition. This is expected to boost the market for broadcast equipment and, in turn, broadcast switchers deployed in them.

Different countries in South America including Chile, Columbia and Venezuela are expected to adopt digital transmission by 2020. In addition, the Arab countries and CIS countries (Commonwealth of independent states) such as Ukraine and Belarus are also moving towards the transition from analog to digital terrestrial broadcasting and are expected to adopt digital transmission in mid 2015. Countries such as Bahrain, Egypt, Kuwait, Libya, Syrian Arab Republic and the United Arab Emirates among others are expected to show greater market opportunity in near future.

The report includes segmentation of broadcast switchers market by type, application, number of ports, type of ports, video resolution, and by geography. Further, it provides current and forecast market size and volume for the aforementioned categories. Cross sectional analysis for the type of broadcast switchers and geography segments is a part of the scope. Factors influencing and inhibiting the growth of the market have been analyzed. Porter's five forces analysis covered in the report offers insights on market competition.

The adoption of digital technologies is slow due to the heavy infrastructure required to enable digitized broadcasts. The switchers are used only as a part of broadcast equipment. Moreover, establishing new broadcast facilities involves huge capital investment for purchasing broadcast equipment such as camera control units, lighting equipment, cables, digital audio mixers, converters, controllers, on-field audio recorders, encoders, mobile video studios, video conversion software and most importantly switchers or vision mixers. Thus, the small private broadcasters that operate over-the-air find it difficult to enter into the market, thus restraining the market growth. But the cost of digital equipment is expected to fall during the forecast period. Hence, the impact of these factors is high at present but is analyzed to be medium to low throughout the forecast period.

This study includes profile of key players in the market and the strategies adopted by them to sustain the competition. Recent developments and barriers of the market will help emerging players to design their strategies in an effective manner. The study is expected to help key players in broadcast switchers market to formulate and develop their strategies.

Market Segmentation:

Broadcast Switchers Market by Type

- Production switchers
- High end production switcher
- Mid end production switcher
- Low end production switcher
- Routing switchers
- High end production switcher
- Mid end production switcher
- Low end production switcher
- Master control switchers
- High end production switcher
- Mid end production switcher
- Low end production switcher

Broadcast Switchers Market by Application
- Sports broadcasting
- Studio production
- Production trucks
- News production
- Post-production
- Others

Broadcast Switchers Market by Type of Ports
- Coaxial
- Uncompressed IP
- Compressed IP
- Others

Broadcast Switchers Market by Video Resolution
- 1080i
- 1080p
- 4K
- SD

Broadcast Switchers Market by Geography
- North America
- Europe
- Asia-Pacific
- Rest of the World

Contents:
Chapter 1 Global Broadcast Switchers Market
  1.1 Research Description
  1.2 Research Scope
  1.3 Research Methodology

Chapter 2 Executive Summary
  2.1 Global Broadcast Switchers Market Snapshot

Chapter 3 Global Broadcast Switchers Market Overview
  3.1 Market Definition
  3.2 Evolution
  3.3 Market Dynamics
  3.3.1 Market Drivers
    3.3.1.1 Transition from analog to digital broadcasting
    3.3.1.2 Increasing adoption of HD format worldwide and rising number of digital channels
    3.3.1.3 Growing focus on production automation
  3.3.2 Market Restraints
    3.3.2.1 Huge capital investment in broadcasting equipment
    3.3.2.2 Lack of standardization in content distribution
  3.3.3 Market Opportunities
    3.3.3.1 Further digitalization to 3D and 4K (Ultra HD) technology
    3.3.3.2 Large untapped market
  3.4 Value Chain Analysis: Broadcast Switchers Market
3.5 Porter’s Five Forces Analysis: Broadcast Switchers Market
3.5.1 Bargaining Power of Suppliers
3.5.2 Bargaining Power of Buyers
3.5.3 Threat of Substitutes
3.5.4 Threat of New Entrants
3.5.5 Degree of Competition
3.6 Market Attractiveness Analysis: Broadcast Switchers Market
3.7 Market Shares of Key Players
3.8 Market Shares of Major Players in High End Broadcast Switchers Market, 2013 (%)
3.9 Market Share of Major Players in Mid End Broadcast Switchers Market, 2013 (%)
3.10 Market Share of Major Players in Low End Broadcast Switchers Market, 2013 (%)

Chapter 4 Global Broadcast Switcher Market by Type, 2014 - 2020
4.1 Introduction
4.2 Production Switchers
4.2.1 Production Switchers Market Size and Forecast, 2012 - 2020 (USD Million)
4.2.2 Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
4.3 Routing Switchers
4.3.1 Routing Switchers Market Size and Forecast, 2012 - 2020 (USD Million)
4.3.2 Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
4.4 Master Control Switchers
4.4.1 Master Control Switchers Market Size and Forecast, 2012 - 2020 (USD Million)
4.4.2 Master Control Switchers Market Volume and Forecast, 2011 - 2019 (Units)

Chapter 5 Global Broadcast Switchers Market by Number of Ports, 2014 - 2020
5.1 Introduction
5.1.1 Production Switchers Market Size and Forecast, By Number of Ports 2012 - 2020 (USD Million)
5.1.2 Production Switchers Market Volume and Forecast, By Number of Ports 2012 - 2020 (Units)
5.1.3 Routing Switchers Market Size and Forecast, By Number of Ports 2012 - 2020 (USD Million)
5.1.4 Routing Switchers Market Volume and Forecast, By Number of Ports 2012 - 2020 (Units)
5.1.5 Master Control Switchers Market Size and Forecast, By Number of Ports 2012 - 2020 (USD Million)
5.1.6 Master Control Switchers Market Volume and Forecast, By Number of Ports 2012 - 2020 (Units)
5.2 Global Broadcast Switchers Market Size and Forecast, By Types of Ports 2012 - 2020 (USD Million)
5.3 Global Broadcast Switchers Market Size and Forecast, By Video Resolution 2012 - 2020 (USD Million)

Chapter 6 Global Broadcast Switchers Market by Application, 2014 - 2020
6.1 Introduction
6.2 Sports Broadcasting
6.2.1 Sports Broadcasting Market Size and Forecast, 2012 - 2020 (USD Million)
6.3 Studio Production
6.3.1 Studio Production Market Size and Forecast, 2012 - 2020 (USD Million)
6.4 Production Trucks
6.4.1 Production Trucks Market Size and Forecast, 2012 - 2020 (USD Million)
6.5 News Production
6.5.1 News Production Market Size and Forecast 2012 - 2020 (USD Million)
6.6 Post-production
6.6.1 Post-production Market Size and Forecast 2012 - 2020 (USD Million)
6.7 Others (Places of worship, educational institutes, corporate conferences, playouts and live events)
6.7.1 Other Applications Market Size and Forecast 2012 - 2020 (USD Million)

Chapter 7 Global Broadcast Switchers Market by Geography, 2014 - 2020
7.1 Introduction
7.1.1 Global Broadcast Switchers Market Revenue Shares, By Geography, 2013 and 2020 (%)
7.2 North America
7.2.1 North America Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.2.2 North America Broadcast Switchers Market Revenue and Forecast, by Product Type, 2012 - 2020 (USD Million)
7.2.3 North America Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
7.2.4 North America Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.2.5 North America Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.2.6 North America Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.2.7 North America Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.2.8 North America Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.2.9 North America Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.3 Europe
7.3.1 Europe Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.3.2 Europe Broadcast Switchers Market Revenue and Forecast, By Product Type, 2012 - 2020 (USD Million)
7.3.3 Europe Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
7.3.4 Europe Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.3.5 Europe Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.3.6 Europe Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.3.7 Europe Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.3.8 Europe Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.3.9 Europe Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.4 Asia Pacific
7.4.1 Asia Pacific Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.4.2 Asia Pacific Broadcast Switchers Market Revenue and Forecast, by Product Type, 2012 - 2020 (USD Million)
7.4.3 Asia Pacific Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
7.4.4 Asia Pacific Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.4.5 Asia Pacific Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.4.6 Asia Pacific Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.4.7 Asia Pacific Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.4.8 Asia Pacific Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.4.9 Asia Pacific Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.5 Rest of the World (RoW)
7.5.1 RoW Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.5.2 RoW Broadcast Switchers Market Revenue and Forecast, By Product Type, 2012 - 2020 (USD Million)
7.5.3 RoW Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
7.5.4 RoW Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.5.5 RoW Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.5.6 RoW Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.5.7 RoW Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
7.5.8 RoW Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
7.5.9 RoW Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)

Chapter 8 Company Profiles
8.1 Ikegami Electronics U.S.A. Inc.
8.1.1 Company Overview
8.1.2 Financial Overview
8.1.3 Business Strategies
8.1.4 Recent Developments
8.2 Panasonic Corporation
8.2.1 Company Overview
8.2.2 Financial Overview
8.2.3 Business Strategies
8.2.4 Recent Developments
8.3 FOR-A Company Ltd.
8.3.1 Company Overview
8.3.2 Financial Overview
8.3.3 Business Strategies
8.3.4 Recent Developments
8.4 NewTek Inc.
8.4.1 Company Overview
8.4.2 Financial Overview
8.4.3 Business Strategies
8.4.4 Recent Developments
8.5 Grass Valley USA, LLC
8.5.1 Company Overview
8.5.2 Financial Overview
8.5.3 Business Strategies
8.5.4 Recent Developments
8.6 Broadcast Pix, Inc.
8.6.1 Company Overview
8.6.2 Financial Overview
8.6.3 Business Strategy
8.6.4 Recent Developments
8.7 Blackmagic Design Pty. Ltd.
8.7.1 Company Overview
8.7.2 Financial Overview
8.7.3 Business Strategy
8.7.4 Recent Developments
8.8 Utah Scientific, Inc.
8.8.1 Company Overview
8.8.2 Financial Overview
8.8.3 Business Strategy
8.8.4 Recent Developments
8.9 Ross Video Limited
8.9.1 Company Overview
8.9.2 Financial Overview
8.9.3 Business Strategies
8.9.4 Recent Developments
8.10 Snell Ltd.
8.10.1 Company Overview
8.10.2 Financial Overview
8.10.3 Business Strategies
8.10.4 Recent Developments
8.11 Evertz Microsystems Limited
8.11.1 Company Overview
8.11.2 Financial Overview
8.11.3 Business Strategies
8.11.4 Recent Developments
8.12 Sony Electronics, Inc.
8.12.1 Company Overview
8.12.2 Financial Overview
8.12.3 Business Strategies
8.12.4 Recent Developments

List of Figures

FIG. 1 Market Segmentation: Broadcast Switchers Market
FIG. 2 Evolution of Broadcast Switchers
FIG. 3 Value Chain Analysis: Broadcast Switchers Market
FIG. 4 Porter’s Five Forces Analysis: Broadcast Switchers Market
FIG. 5 Market Attractiveness Analysis, by Application, 2013
FIG. 6 Market Share of Major Players in High End Broadcast Switchers Market, 2013 (%)
FIG. 7 Market Share of Major Players in Mid End Broadcast Switchers Market, 2013 (%)
FIG. 8 Market Share of Major Players in Low End Broadcast Switchers Market, 2013 (%)
FIG. 9 Comparative Analysis: Global Broadcast Switchers Market Shares By Type, 2013 and 2020 (Value %)
FIG. 10 Sports Broadcasting Market Size and Forecast, 2012 - 2020 (USD Million)
FIG. 11 Studio Production Market Size and Forecast, 2012 - 2020 (USD Million)
FIG. 12 Production Trucks Market Size and Forecast, 2012 - 2020 (USD Million)
FIG. 13 News Production Market Size and Forecast 2012 - 2020  (USD Million)
FIG. 14 Post-production Market and Forecast 2012 - 2020  (USD Million)
FIG. 15 Other Applications Market Size and Forecast 2012 - 2020 (USD Million)
FIG. 16 Global Broadcast Switchers Market Revenue Shares, by Geography, 2013 and 2020 (%)
FIG. 17 North America Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 18 North America Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 19 North America Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 20 North America Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 21 Europe Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 22 Europe Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 23 Europe Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 24 Europe Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 25 Asia Pacific Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 26 Asia Pacific Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 27 Asia Pacific Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 28 Asia Pacific Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 29 RoW Broadcast Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 30 RoW Production Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 31 RoW Routing Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 32 RoW Master Control Switchers Market Revenue and Forecast, 2012 - 2020 (USD Million)
FIG. 33 Panasonic Corporation's AVC (Audio, Video Communication) Segment Annual Revenue, 2011 - 2013 (USD Billion)
FIG. 34 Evertz Microsystems Limited Annual Revenue, 2012 - 2014 (USD Million)

List of Tables

TABLE 1 Global Broadcast Switchers Market Snapshot
TABLE 2 Impact Analysis of Drivers: Global Broadcast Switchers Market
TABLE 3 Impact Analysis of Restraints: Broadcast Switchers Market
TABLE 4 Production Switchers Market Size and Forecast, 2012 - 2020 (USD Million)
TABLE 5 Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 6 Routing Switchers Market Size and Forecast, 2012 - 2020 (USD Million)
TABLE 7 Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 8 Master Control Switchers Market Size and Forecast, 2012 - 2020 (USD Million)
TABLE 9 Master Control Switchers Market Volume and Forecast, 2011 - 2019 (Units)
TABLE 10 Production Switchers Market Size and Forecast, By Number of Ports 2012 - 2020 (USD Million)
TABLE 11 Production Switchers Market Volume and Forecast, By Number of Ports 2012 - 2020 (Units)
TABLE 12 Routing Switchers Market Size and Forecast, By Number of Ports 2012 - 2020 (USD Million)
TABLE 13 Routing Switchers Market Volume and Forecast, By Number of Ports 2012 - 2020 (Units)
TABLE 14 Master Control Switchers Market Size and Forecast, By Number of Ports 2012 - 2020 (USD Million)
TABLE 15 Master Control Switchers Market Volume and Forecast, By Number of Ports 2012 - 2020 (Units)
TABLE 16 Global Broadcast Switchers Market Size and Forecast, By Types of Ports 2012 - 2020 (USD Million)
TABLE 17 Global Broadcast Switchers Market Size and Forecast, By Video Resolution 2012 - 2020 (USD Million)
TABLE 18 North America Broadcast Switchers Market Revenue and Forecast, by Product Type, 2012 - 2020 (USD Million)
TABLE 19 North America Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
TABLE 20 North America Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 21 North America Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 22 North America Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 23 Europe Broadcast Switchers Market Revenue and Forecast, By Product Type, 2012 - 2020 (USD Million)
TABLE 24 Europe Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
TABLE 25 Europe Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 26 Europe Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 27 Europe Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 28 Asia Pacific Broadcast Switchers Market Revenue and Forecast, by Product Type, 2012 - 2020 (USD Million)
TABLE 29 Asia Pacific Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
TABLE 30 Asia Pacific Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 31 Asia Pacific Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 32 Asia Pacific Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 33 RoW Broadcast Switchers Market Revenue and Forecast, By Product Type, 2012 - 2020 (USD Million)
TABLE 34 RoW Broadcast Switchers Market Revenue and Forecast, By Application, 2012 - 2020 (USD Million)
TABLE 35 RoW Production Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 36 RoW Routing Switchers Market Volume and Forecast, 2012 - 2020 (Units)
TABLE 37 RoW Master Control Switchers Market Volume and Forecast, 2012 - 2020 (Units)

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