Up/Down Converters - 2010-2011 US Broadcast/Professional Video Product Reports

Description:
Digital migration will continue the solid future of up/down and even cross converters. Conflicting standards are the redeeming feature for this product category and will sustain it for quite some time, if not indefinitely. Up converters will likely have the biggest reach as more and more material is switched to digital formats. As has been the prediction in the past, the biggest contenders will be manufacturers that can provide adaptability to all of the new digital demands, standards and formats.

This is just part of the findings from The Broadcast/Pro Video Up/Down Converters Report. The full 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 2009, 2010 & 2011 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.

In addition, you also receive with your purchase of this Broadcast/Pro Video Up/Down Converters Report, a copy of the Broadcast/Pro Video Executive Summary Macro Overview -- over 100 pages of analysis and information on the state-of-the-industry compiled from secondary online research sources including industry news sites, manufacturers sites, as well as weekly online News Briefs and Insider Reports.

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