

## **Broadcast Switchers Market (Production, Routing and Master Control) - Global Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2013 - 2019**

**Single User License: US \$ 4795**

**Multi User License: US \$ 7795**

**Corporate User License: US \$ 10795**

[Buy Now](#)

[Request Sample](#)

Published Date: April 2013

119 Pages Report

### **REPORT DESCRIPTION**

**Broadcast Switchers Market (Production, Routing and Master Control) is expected to reach USD 1,908 Million Globally in 2019: Transparency Market Research**

Transparency Market Research is Published new Market Report "**According to a new market report published by Transparency Market Research "Broadcast Switchers Market (Production, Routing and Master Control) - Global Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2013 - 2019,"** the global broadcast switchers market was worth USD 1,200 million in 2012 and is expected to reach USD 1,908 million by 2019, growing at a CAGR of 6.9% from 2013 to 2019. North America was the largest market for broadcast switchers in 2012. Growth in this region is expected to be driven by replacement of deployed switchers over the forecast period. In addition, the increasing number of HD channels is expected to drive the market in near future.

The broadcast switchers market is driven by various factors including transition from analog to digital broadcasting, increasing adoption of HD (High Definition) worldwide, rising number of digital channels and increasing focus on production automation. Enforcement of government regulations regarding digitalization is also expected to drive the market. However, lack of standardization in content distribution and high initial price of broadcasting equipments are some of the factors inhibiting the growth of this market.

Among all types, routing switcher segment was the largest and accounted for 47.4% of the market share in 2012. However, production switcher segment is expected to witness strong growth during the forecast period.

Among different end use segments, studio production held the largest market share in 2012 and accounted for 24.7% share of the global market. It is expected to maintain leading position throughout the forecast period owing to increasing awareness in emerging regions including Asia Pacific and RoW. Sports' broadcasting is the second largest end use segment and is expected to show strong growth during forecast period.

Geographically North America was the largest broadcast switcher market and accounted for 40.7% in 2012 owing to increase in adoption of low end routing switchers that are deployed in production trucks, generating less heat, less noisy and consuming low power. In addition, the growth is driven by the increase in usage of production switchers across non-broadcast segments such as places of worship, corporate conferences and educational institutes.

Broadcast switchers market is segmented depending price of the switchers as high end segment, mid end segment and low end segment. The market is dominated by few players in each of these segments. Most of the switcher manufacturers are competing among each other by developing state of the art technology products to get competitive advantage. The factors determining different categories of switchers such as high end, mid end and low end include formats, size and configuration of the switchers. The global high end broadcast switchers market in is dominated by Sony Electronics Inc., Snell Group, Grass Valley Panasonic Corporation among others. Broadcast Pix, Ross Video among others lead the mid end switchers segment and Blackmagic Design, For A Company, Miranda Technologies, Evertz Corporation, and New Tek Inc. dominate the low end switchers segment.

### **Broadcast switchers market analysis, by type**

- Production switchers
- High end production switchers
- Mid end production switchers
- Low end production switchers
- Routing switchers

- High end routing switchers
- Mid end routing switchers
- Low end production switchers
- Master control switchers
- High end master control switchers
- Mid end master control switchers
- Low end master control switchers

**Broadcast switchers market analysis, by end user**

- Sports broadcasting
- Studio production
- Production trucks
- News production
- Post production
- Others (Corporate conferences, Places of worship, educational institutes and Playouts)

**In addition the report provides cross sectional analysis of the market with respect to the following geographical segments:**

- North America
- Europe
- Asia-Pacific
- RoW (Rest of the World)

**Table of Content**

**Chapter 1 Global Broadcast Switchers Market**

1.1 Research description

1.2 Research scope

1.3 Research methodology

## **Chapter 2 Executive Summary**

**Browse the full report with TOC**

at <http://www.transparencymarketresearch.com/broadcast-switchers-market.html>

## **Chapter 3 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 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 for purchasing 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

3.5 Porter's five forces analysis

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 Competitive rivalry

### 3.6 Market attractiveness analysis

## Related & Recently Published Reports by Transparency Market Research

- **Commercial Satellite Imaging Market:**  
<http://www.transparencymarketresearch.com/commercial-satellite-imaging-market.html>
- **GreenBuilding Materials Market:**  
<http://www.transparencymarketresearch.com/green-building-materials.html>
- **LTE Market:** <http://www.transparencymarketresearch.com/lte-market.html>
- **Broadcast Switchers Market:**  
<http://www.transparencymarketresearch.com/broadcast-switchers-market.html>
- **Refrigerated Display Cases Market:**  
<http://www.transparencymarketresearch.com/refrigerated-display-cabinets.html>
- **Physical Security Market:**  
<http://www.transparencymarketresearch.com/physical-security-market.html>
- **Anti-aging Market:** <http://www.transparencymarketresearch.com/anti-aging-market.html>
- **3D ICs Market:** <http://www.transparencymarketresearch.com/3d-ics-market.html>
- **Electric Motors Market:**  
<http://www.transparencymarketresearch.com/electric-motors-market.html>

## Chapter 4 Global Broadcast Switcher Market by type, 2013 – 2019

### 4.1 Introduction

### 4.2 Production Switchers

4.2.1 Production switchers market size and forecast, 2011 – 2019 (USD million)

4.2.2 Production switchers market size and forecast, 2011 – 2019 (units)

### 4.3 Routing Switchers

4.3.1 Routing switchers market size and forecast, 2011 – 2019 (USD million)

4.3.2 Routing switchers market size and forecast, 2011 – 2019 (units)

4.4 Master Control Switchers

4.4.1 Master Control switchers market size and forecast, 2011 – 2019 (USD million)

4.4.2 Master Control switchers market size and forecast, 2011 – 2019 (units)

## **Chapter 5 Global Broadcast Switcher Market by ports, 2013 – 2019**

5.1 Introduction

5.1.1 Production switchers market size and forecast, by number of ports 2011 – 2019 (USD million)

5.1.2 Production switchers market size and forecast, by number of ports 2011 – 2019 (units)

5.1.3 Routing switchers market size and forecast, by number of ports 2011 – 2019 (USD million)

5.1.4 Routing switchers market size and forecast, by number of ports 2011 – 2019 (units)

5.1.5 Master control switchers market size and forecast, by number of ports 2011 – 2019 (USD million)

5.1.6 Master control switchers market size and forecast, by number of ports 2011 – 2019 (units)

5.2 Global broadcast switchers market size and forecast, by types of ports 2011 – 2019 (USD million)

5.3 Global broadcast switchers market size and forecast, by video resolution 2011 – 2019 (USD million)

## **Chapter 6 Global Broadcast Switchers Market by End Users, 2013 – 2019**

6.1 Introduction

6.2 Sports broadcasting

6.2.1 Sports broadcasting market size and forecast, 2011 – 2019 (USD million)

6.3 Studio production

6.3.1 Studio Production market size and forecast, 2011 – 2019 (USD million)

6.4 Production trucks

6.4.1 Production trucks market size and forecast, 2011 – 2019 (USD million)

6.5 News production

6.5.1 News production, market size and forecast 2011 – 2019 (USD million)

6.6 Post production

6.6.1 Post production, market size and forecast 2011 – 2019 (USD million)

6.7 Others (Places of worship, educational institutes, corporate conferences, playouts and live events)

6.7.1 Others, market size and forecast 2011 – 2019 (USD million)

## **Chapter 7 Global Broadcast Switchers Market by Geography, 2013 – 2019**

7.1 Introduction

7.1.1 Global broadcast switchers market revenue share, by geography, 2012 and 2019 (%)

7.2 North America

7.2.1 North America broadcast switchers market revenue and forecast, 2012 – 2019 (USD Million)

7.2.2 North America broadcast switchers market revenue and forecast, by product type, 2011 – 2019 (USD Million)

7.2.3 North America broadcast switchers market revenue and forecast, by end user, 2011 – 2019 (USD Million)

7.2.4 North America production switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.2.5 North America production switchers market volume and forecast, 2011 – 2019 (units)

7.2.6 North America routing switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.2.7 North America routing switchers market volume and forecast, 2011 – 2019 (units)

7.2.8 North America master control switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.2.9 North America master control switchers market volume and forecast, 2011 – 2019 (units)

### 7.3 Europe

7.3.1 Europe broadcast switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.3.2 Europe broadcast switchers market revenue and forecast, by product type, 2011 – 2019 (USD Million)

7.3.3 Europe broadcast switchers market revenue and forecast, by end user, 2011 – 2019 (USD Million)

7.3.4 Europe production switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.3.5 Europe production switchers market volume and forecast, 2011 – 2019 (units)

7.3.6 Europe routing switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.3.7 Europe routing switchers market volume and forecast, 2011 – 2019 (units)

7.3.8 Europe master control switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.3.9 Europe master control switchers market volume and forecast, 2011 – 2019 (units)

### 7.4 Asia Pacific

7.4.1 Asia Pacific broadcast switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.4.2 Asia Pacific broadcast switchers market revenue and forecast, by product type, 2011 – 2019 (USD Million)

7.4.3 Asia Pacific broadcast switchers market revenue and forecast, by end user, 2011 – 2019 (USD Million)

7.4.4 Asia Pacific production switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.4.5 Asia Pacific production switchers market volume and forecast, 2011 – 2019 (units)

7.4.6 Asia Pacific routing switchers market revenue and forecast, 2011 – 2019 (USD Million)



7.4.7 Asia Pacific routing switchers market volume and forecast, 2011 – 2019 (units)

7.4.8 Asia Pacific master control switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.4.9 Asia Pacific master control switchers market volume and forecast, 2011 – 2019 (units)

7.5 Rest of the World (RoW)

7.5.1 RoW broadcast switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.5.2 RoW broadcast switchers market revenue and forecast, by product type, 2011 – 2019 (USD Million)

7.5.3 RoW broadcast switchers market revenue and forecast, by end user, 2011 – 2019 (USD Million)

7.5.4 RoW production switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.5.5 RoW production switchers market volume and forecast, 2011 – 2019 (units)

7.5.6 RoW routing switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.5.7 RoW routing switchers market volume and forecast, 2011 – 2019 (units)

7.5.8 RoW master control switchers market revenue and forecast, 2011 – 2019 (USD Million)

7.5.9 RoW master control switchers market volume and forecast, 2011 – 2019 (units)

## **Chapter 8 Competitive Landscape**

8.1 Market shares of key players

8.2 Market share of major players in high end broadcast switchers market, 2012 (%)

8.3 Market share of major players in mid end broadcast switchers market, 2012 (%)

8.4 Market share of major players in low end broadcast switchers market, 2012 (%)

## **Chapter 9 Company Profiles**

9.1 Broadcast Pix, Inc.

9.1.1 Company overview

9.1.2 Financial overview

9.1.3 Business strategy

9.1.4 Recent developments

9.2 Blackmagic Design Pty. Ltd.

9.2.1 Company overview

9.2.2 Financial overview

9.2.3 Business strategy

9.2.4 Recent developments

9.3 Utah Scientific, Inc.

9.3.1 Company overview

9.3.2 Financial overview

9.3.3 Business strategy

9.3.4 Recent developments

9.4 Ross Video Limited

9.4.1 Company overview

9.4.2 Financial overview

9.4.3 Business strategies

9.4.4 Recent developments

9.5 Harris Broadcast

9.5.1 Company overview

9.5.2 Financial overview

9.5.3 Business strategies

9.5.4 Recent developments

9.6 Snell Group

9.6.1 Company overview

9.6.2 Financial overview

9.6.3 Business strategies

9.6.4 Recent developments

9.7 Evertz Microsystems Limited

9.7.1 Company overview

9.7.2 Financial overview

9.7.3 Business strategies

9.7.4 Recent developments

9.8 Sony Electronics, Inc.

9.8.1 Company overview

9.8.2 Financial overview

9.8.3 Business strategies

9.8.4 Recent developments

9.9 Miranda Technologies, Inc.

9.9.1 Company overview

9.9.2 Financial overview

9.9.3 Business strategies

9.9.4 Recent developments

9.10 Ikegami Electronics U.S.A. Inc.

9.10.1 Company overview

9.10.2 Financial overview

9.10.3 Business strategies

9.10.4 Recent developments

9.11 Panasonic Corporation

9.11.1 Company overview

9.11.2 Financial overview

9.11.3 Business strategies

9.11.4 Recent developments

9.12 FOR-A Company Ltd

9.12.1 Company overview

9.12.2 Financial overview

9.12.3 Business strategies

9.12.4 Recent developments

9.13 New Tek Inc.

9.13.1 Company overview

9.13.2 Financial overview

9.13.3 Business strategies

9.13.4 Recent developments

9.14 Grass Valley USA, LLC

9.14.1 Company overview

9.14.2 Financial overview

9.14.3 Business strategies

9.14.4 Recent developments

**About Us:**

Transparency Market Research is a market intelligence company providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers.

We are privileged with highly experienced team of Analysts, Researchers and Consultants, who use proprietary data sources and various tools and techniques to gather, and analyze information. Our business offerings represent the latest and the most reliable information indispensable for businesses to sustain a competitive edge.



**Contact:**

Transparency Market Research  
90 State Street,  
Suite 700, Albany, NY – 12207,  
United States  
Tel: +1-518-618-1030  
USA - Canada Toll Free 866-552-3453  
Email: [sales@transparencymarketresearch.com](mailto:sales@transparencymarketresearch.com)  
Website: <http://www.transparencymarketresearch.com/>

**Browse the full report with complete TOC  
at <http://www.transparencymarketresearch.com/aquaculture-market.html>.**