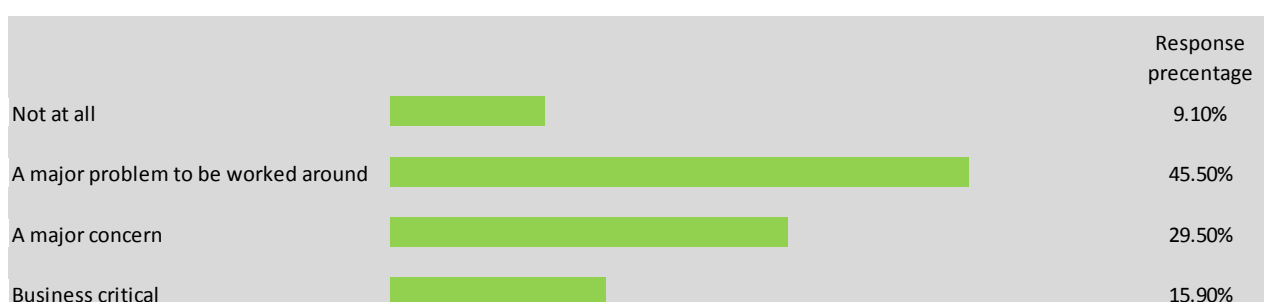




JCA.tv - Sony Tape Stock Crisis

Survey results

1. How do you feel the concerns about tape stock shortage will affect your business?

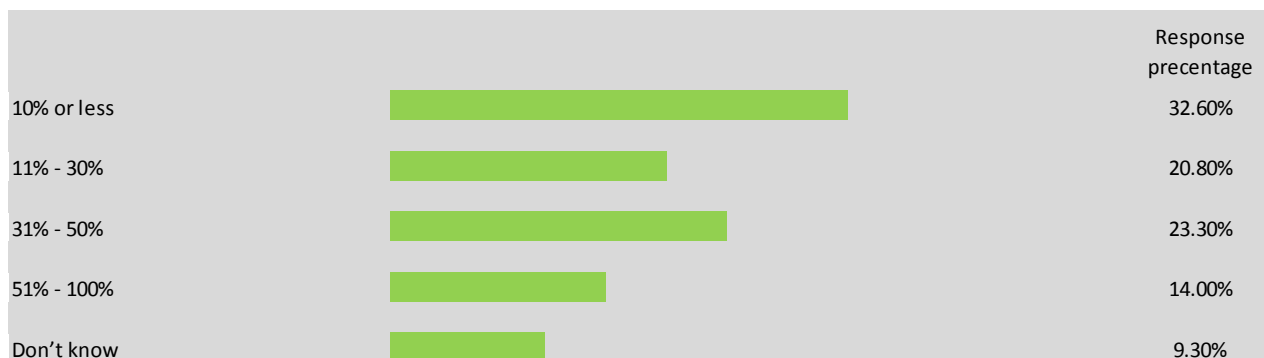


2. If Sony's HDCam SR becomes the real concern, what other methods of delivery will you consider?

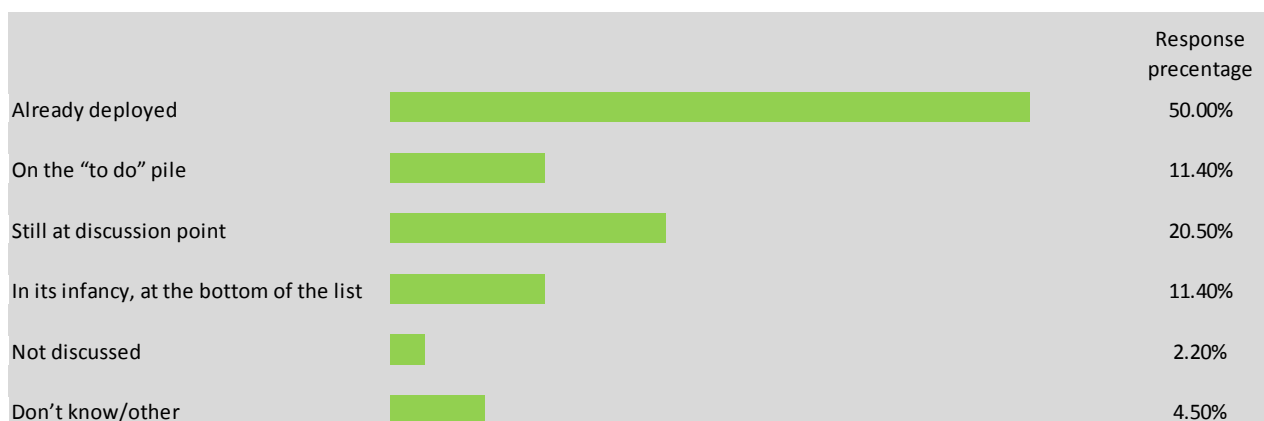




3. What percentage of your distribution needs are digital file based?



4. Where is digital distribution on you priority list?





Selected/various comments from those who completed the survey.

“Hoping this will encourage broadcasters to take up digital delivery more widely.”

“At present due to the small number of HD Cam SR tapes that we provide to any UCL broadcaster requiring 3D footage, we are well placed to cope with this issue. However, if any of our tape suppliers were to suffer a shortage of HD Cam tapes, then we would run into significant problems.”

“We do currently deliver file based shows but via couriered hard drive. Clients who choose this type of material are usually low/medium licence fee, but volume hours making digital delivery down the wire currently impractical.”

“Already we have been contacted about file delivery from Australia and South East Asia.”

“Question 2 only allows for one answer...the reality is that the alternate methods of delivery would cover other formats as well as file based delivery. We would also be delivering HDCam with both WAV audio files and/or audio tapes, any alternate formats that our International Distributors can work with.”

“This is not an issue we had really considered.”

“If broadcasters agree to a file based delivery it will make everyone’s life easier.”