

Creative Solutions continued

The Creative Solutions Division develops, manufactures and distributes premium branded products and solutions for film and video production companies, independent content creators, gamers, enterprises (e.g. medical and industrial) and broadcasters.

Products include wired and wireless video transmission and lens control systems, live streaming solutions, monitors, camera accessories and software applications.

Creative Solutions represents c.20% of Group revenue.

Addressable market*

The TAM for Creative Solutions is larger than £1.0 billion per annum and we estimate that the market CAGR (2022–25) will be c.10–15%.

Strategy

Our strategy is focused on continuing to deliver the 4K/HDR replacement cycle as well as developing innovative new technology to improve our customers' productivity in the growing areas of remote monitoring, collaboration and streaming in the cine/scripted TV and enterprise markets.

Market position

Videndum is the market leader in most of its product categories. We have this strong position due to our premium brands, market-leading technology and dedicated team of innovative product specialists with extensive experience in shooting both professional and amateur video content. We sell our products globally via multiple distribution channels and increasingly online via our own direct e-commerce capability and third-party platforms.



Our brands

Market position* shown in brackets

Video transmission systems (#1)

→ Teradek

Monitors (#1**)

→ SmallHD

Lens control systems (#3)

→ Teradek

Live streaming (#1**)

→ Teradek

→ Lightstream

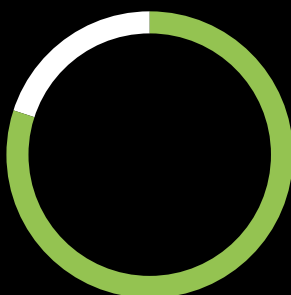
IP video (#3)

→ Teradek

Camera accessories (#3)

→ Wooden Camera

Target audience



- Cine/scripted TV/ICC market: **80%**
- Medical/Enterprise market: **20%**

* Management estimates by sales value in the market segments in which these products are sold.
 ** In our niche.