

Production Solutions

Videndum Production Solutions



Revenue

£137.8m

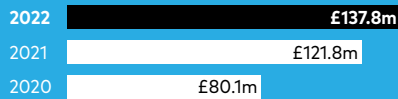
Up 13.1% ↑

Adjusted operating profit*

£31.4m

Up 12.1% ↑

Revenue



Adjusted operating profit*



Statutory operating profit



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Our innovative developments in automated production technology, LED lighting and Image-Based Lighting for Virtual Production mean we are uniquely placed to provide the next generation of products and services demanded by broadcasters and cinematographers alike.



Nicola Dal Toso

**Divisional Chief Executive,
Videndum Production Solutions**

Production Solutions continued

The Production Solutions Division designs, manufactures and distributes premium branded and technically advanced products and solutions for broadcasters, film and video production companies, independent content creators and enterprises.

Products include video heads, tripods, LED lighting, batteries, prompters and robotic camera systems. It also supplies premium services including equipment rental and technical solutions.

Production Solutions represents c.30% of Group revenue.

Addressable market*

The TAM for Production Solutions is c.£0.4 billion per annum and we estimate that the market CAGR (2022 –25) will be c.3%.

Strategy

Our strategy is focused on growth in our core business of professional equipment for original content creation in cine/scripted TV, products for on-location news and sporting events, as well as innovative new technology like robotic camera systems and voice-activated prompting to enable automation and cost efficiencies in TV studios.

Market position

Videndum is the market leader in most of its product categories and is well positioned due to our broad geographical reach and premium products. We have a global sales team that offers a full range of products and services to our customers all over the world, either directly or via distributors, both online and in stores.



Our brands

Market position* shown in brackets

Supports (#1)

- OConnor
- Sachtler
- Vinten

Prompters (#1)

- Autocue
- Autoscript

Lighting (#2)

- Litepanels
- Quasar Science

Mobile power (#1)

- Anton/Bauer

Robotic camera systems (#2)

- Camera Corps
- Vinten

Distribution, rental and services (#1)

- Camera Corps
- The Camera Store

Target audience



- Broadcast market: 50%
- Cine/scripted TV/ICC market: 50%

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

Case studies



Pioneering studio automation with robotics and prompting

Investment in advanced automated solutions is key to increasing TV studio efficiency without affecting broadcast production standards. The innovative technology in our market-leading Vinten and Autoscript robotics and prompting solutions is many years ahead of our competitors. Automated and IP-networked solutions enable efficient studio production with fewer technical operators, delivering clear and long-lasting operational overhead savings.

Voice prompts efficiency project at Rundfunk Berlin-Brandenburg ("RBB")

RBB is the first German broadcaster to incorporate advanced voice-controlled prompting into its daily programming. It installed Autoscript's revolutionary "Voice" at its state-of-the-art Crossmedia News Centre where automation reduces the number of control staff required to broadcast breaking news.

Presenters can control their own prompter script as "Voice" automatically advances the words as they are spoken. Real-time speech recognition, with proprietary algorithms and advanced pattern matching, ensures perfect script synchronisation with the presenter.

Studio robotics reduce operational costs for Nine Network

Australia's "The Nine Network" invested in Vinten's state-of-the-art robotic camera support systems to reduce operational costs at its new Sydney HQ. The fully digital facility moved from manual studio floor operations to automated control via Internet Protocol ("IP"), integrating Vinten Studio Robotics and Autoscript IP Prompting solutions into a proprietary automation system.



Technology advancement driving growth in LED lighting

Lighting is a key strategic growth opportunity for the Group. With virtual production increasing, there is a strong demand to enhance virtual environments with realistic lighting. Quasar Science leads the industry with unique "Image-Based Lighting" which augments LED video walls to enhance extended reality sets. This, paired with Litepanels' high output cinematic lighting, places Videndum at the forefront of this fast-growing market.

Lighting a vast forbidden forest for Disney's "Hocus Pocus 2" required lightweight versatility and powerful output. Quasar Science LED tubes created the atmospheric magic hour scenes, producing vibrant saturated colours and intense white light.



Advances in colour control technology from Quasar Science and Litepanels represent new grading levels. Now, effects which were once only possible in post-production are possible in real life.

Elliot Davis

Cinematographer, Hocus Pocus 2

Independent production "The Lion and the Firebird" used virtual reality technology to produce a budget prehistoric adventure. Using Litepanels and Quasar Science products, the action-packed film cost a fraction of traditional productions without compromising on quality.



For independent film-makers, virtual production is huge. Now we can be anywhere in time and space, limited only by imagination. This transformative technology is the future of film-making.

Daniel Byers

Director, The Lion and the Firebird