

Media Solutions continued

The Media Solutions Division designs, manufactures and distributes premium branded equipment for photographic and video cameras and smartphones, and provides dedicated solutions to professional and amateur photographers and videographers, independent content creators, vloggers/influencers, gamers, enterprises and professional musicians.

This includes camera supports and heads, smartphone and vlogging accessories, lighting supports and controls, LED lights, motion control, audio capture and noise reduction equipment, carrying solutions and backgrounds, marketed under the most recognised accessories brands in the industry.

Media Solutions represents c.50% of Group revenue.

Addressable market*

The TAM for Media Solutions is c.£1.5 billion per annum and we estimate the market CAGR (2022–25) will be c.4%.

Strategy

Our strategy is focused on developing innovative new products to improve our customers' productivity in order to grow our core professional business, mainly driven by e-commerce and the demand for original content creation, as well as growth in new areas of vlogging accessories and audio capture.

Market position

Videndum is the market leader in most of its product categories. We sell our products globally via multiple distribution channels and increasingly online via our own direct e-commerce capability and third-party platforms.

Target audience



- Photographic market: **60%**
- Cine/scripted TV/ICC market: **40%**



Our brands

Market position* shown in brackets

Supports and Stabilisers (#1)

- Avenger
- JOBY
- Gitzo
- Manfrotto
- National Geographic**

Carrying solutions (#1)

- Gitzo
- Lowepro
- Manfrotto
- National Geographic**

Lighting and controls (#2)

- JOBY
- Manfrotto

Smartphonography (#1)

- JOBY

Audio capture

- Audix (US leader***)
- JOBY (new entrant)
- Rycote (#1***)

Backgrounds (#1)

- Colorama
- Savage
- Superior

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

** Manufactured under licence.

*** In our niche.

Case studies



Demand for original content drives growth in lighting stands

Driven by the high demand for original content for streaming and video-on-demand platforms, there are a growing number of smaller, more mobile production crews who require compact lighting stands to maximise space in transit and on set. Cine/scripted TV lighting fixtures are substantial in weight and size, and the new Avenger Buccaneer is a unique, ground-breaking lighting stand, as it is the most compact on the market with the lowest loading height to enable smaller teams to mount heavy duty lighting fixtures safely and securely.

Launched in September 2022, the Avenger Buccaneer has been incredibly well received across the globe.



Manfrotto Studio TetherGear collection

The growing demand for digital visual content means that imagemakers need to increase their productivity by improving their content creation workflow. Manfrotto's latest collection of five essential Tethered Shooting Accessories, allows professional content creators to set up a fully tethered workstation or video village to enable them to produce more content, more quickly and instantly review it with clients. Tethered photoshoot has become a must-have in every professional studio production, from fashion to still life.



Social media growth fuels JOBY software innovation

With grips, supports, lights, on-camera microphones, motion control and now workflow management apps, JOBY provides the only complete eco system of accessories for the monetising creators on TikTok and YouTube.

The JOBY One App is a unique digital hub which enables content creators to easily control JOBY products directly from their smartphone, via an intuitive user interface. It is also connected to the JOBY store, allowing users to easily access the entire JOBY product catalogue. The JOBY One App controls the sound parameters of the Wavo PRO on-camera microphone, the setup of Swing and Spin motion control, and also manages the tones and output power of the Beamo lights, allowing creators full control at one touch.

JOBY is also joining forces with Lightstream to market JOBY's first cloud-based service, responding to creators' needs for a reliable solution to create professional live streams. JOBY Studio is a cloud-based streaming platform which enables creators to multi-stream their content simultaneously across different digital platforms, expanding their reach and increasing monetising possibilities.

Media Solutions continued

Case studies



Audio capture represents one of the most significant growth opportunities for Videndum

Audio capture is an essential part of video creation as it enhances the quality of content. Our acquisition of Audix in January 2022 accelerated our audio strategy, bringing specialist R&D and manufacturing capabilities to the Group to enable our three audio brands to release a range of highly targeted, innovative microphones.

JOBY

Our **JOBY** brand addresses independent content creators with on-camera and mobile microphones. During 2022, JOBY launched six new on-camera microphones for vloggers and streamers, including the flagship Wavo PRO, incorporating technology far ahead of the competition. Launched via a digital-first brand activation campaign, featuring YouTuber Casey Neistat, JOBY has been progressively growing revenue by expanding its audio leadership, gaining share of voice and increasing its creator community.



I have to say the JOBY microphone is the only one I've used for my last 20 videos. It's stellar; it's a perfect YouTuber's microphone.

Casey Neistat
American YouTuber

Rycote

Our **Rycote** brand focuses on the broadcast and production market. 2022 saw the launch of a complete range of innovative new pencil microphones, available as individual or matched stereo pairs, and perfect for use in professional broadcasting, location sound recording for cinema and TV, field recording and sound design.

Audix

Audix is our premium brand, serving professional studio and live applications. Live video streaming and podcasting are growing, especially in corporate and gaming applications, and content creators are looking for new ways to differentiate themselves. Audix recently launched the first ever microphone dedicated to live streaming, voice-over artists and professional podcasters which delivers broadcast-quality sound without the need for additional amplification.



Innovation and design excellence remain at the core of our Audix operations. Our vertically integrated US facility incorporates world-class engineering capabilities, precision machining and talented teams to provide the highest quality audio products and to push the boundaries of best-in-class consumer experience.

Chris Pagella
VP Operations – Audix, Videndum Media Solutions, US



Casey Neistat American YouTuber