

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.