

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.