

## 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