

**Economic Resource Council
State of the Broadcasting Industry
December 2007**

ENVIRONMENTAL FACTORS:

- High Definition is happening (Feb. '09 deadline)
 - Business payback unclear
- Content “owners” are repurposing their content to maximize the monetization
- Distribution “to the masses” appears to be the most preferred method.....cell phones (as an example)
- “Big 4 Networks” continue to lose market share to cable and satellite and other viewing methods
- The number of people who are creating content of some kind and trying to get it somewhere is increasing exponentially.

It's a great time to be a smaller, “nimble” company!! ☺

Nevada County Video Companies

- AJA Video
- Editframe
- Editware
- Ensemble Design
- ISIS Group
- Nvision
- Sierra Video
- Thomson/Grass Valley
- Telestream

These companies represent approximately 900-1,000 local jobs!!!

Examples of Related Companies

- High Country Tek
- Lanmark Circuits
- Lectramedia
- Serra Corporation
- A host of individual contractors

These companies derive much of their business from the companies listed in the first category.

What is the value of this group of companies to the local economy beyond salaries, etc.??

- These are all “quiet” businesses
- They are all environmentally friendly
- They all export their products, so “new” money is constantly flowing into the community
- The average software engineer makes approximately \$80,000-\$140,000 annually, so they can afford the housing prices!!
- The original existence of The Grass Valley Group/Litton Engineering has spun off and attracted many other companies to the area that would have not happened without this original core (2 Wire/National Semiconductor/Linear Technology, etc.)
- As a group, education is extremely important, so support of the local schools is a top priority.