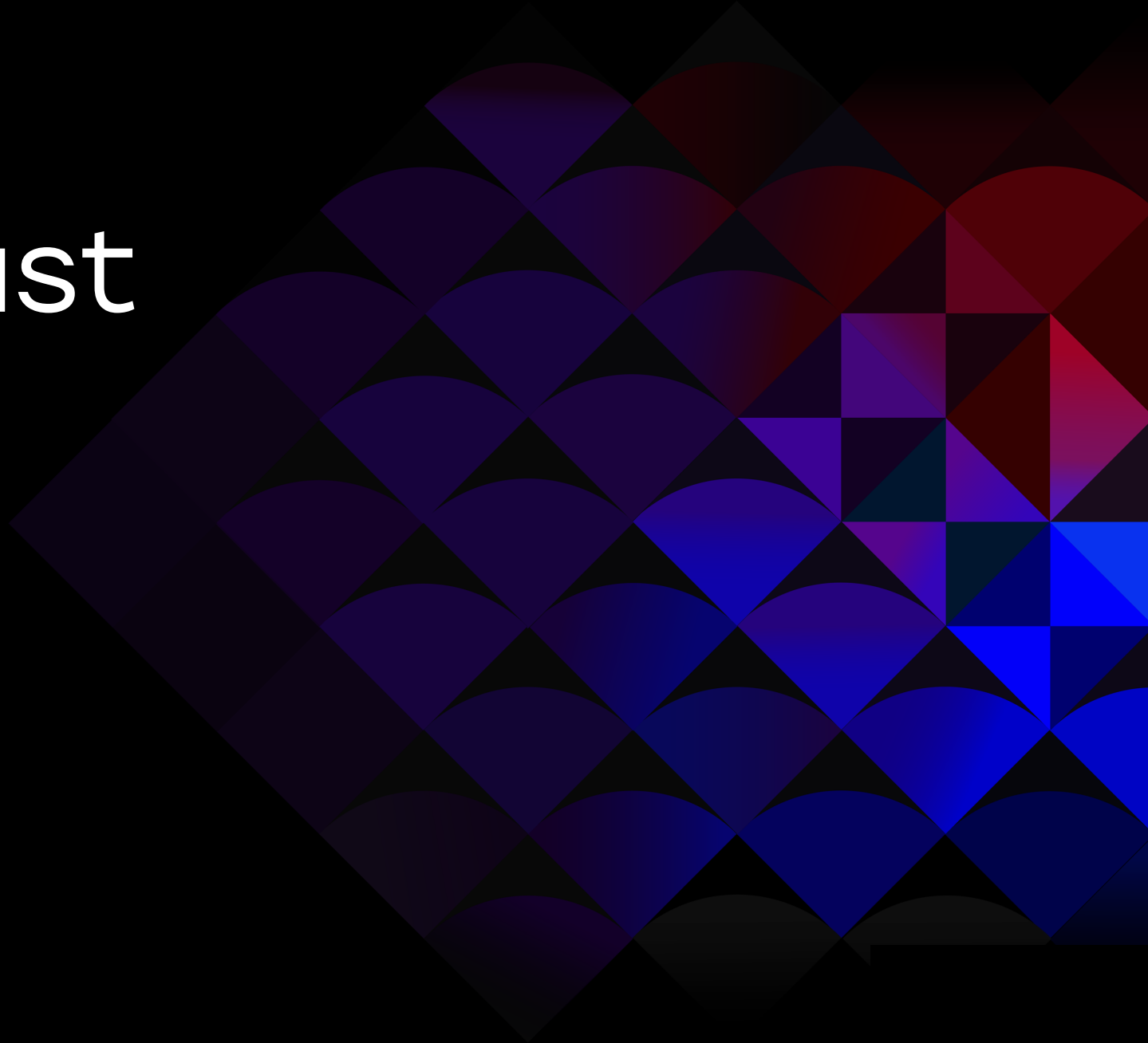


AV Broadcast Market

The Convergence
of AV and Broadcast
Technology

ROSS CORPORATE
SOLUTIONS



The world of video has evolved

Engage consumers,
citizens, fans &
employees

Viewers retain

95%

of a video message

People process visuals

60x

faster than text

A single minute of video is worth

1.8M

words

State-of-the-art
broadcast
technology

ROSS CORPORATE
SOLUTIONS

Advanced AV
applications

AV broadcast market | Characteristics & trends

Convergence of technologies & purpose

Content anytime, anywhere

Immersive media experiences

Interconnected ecosystems

High quality streaming

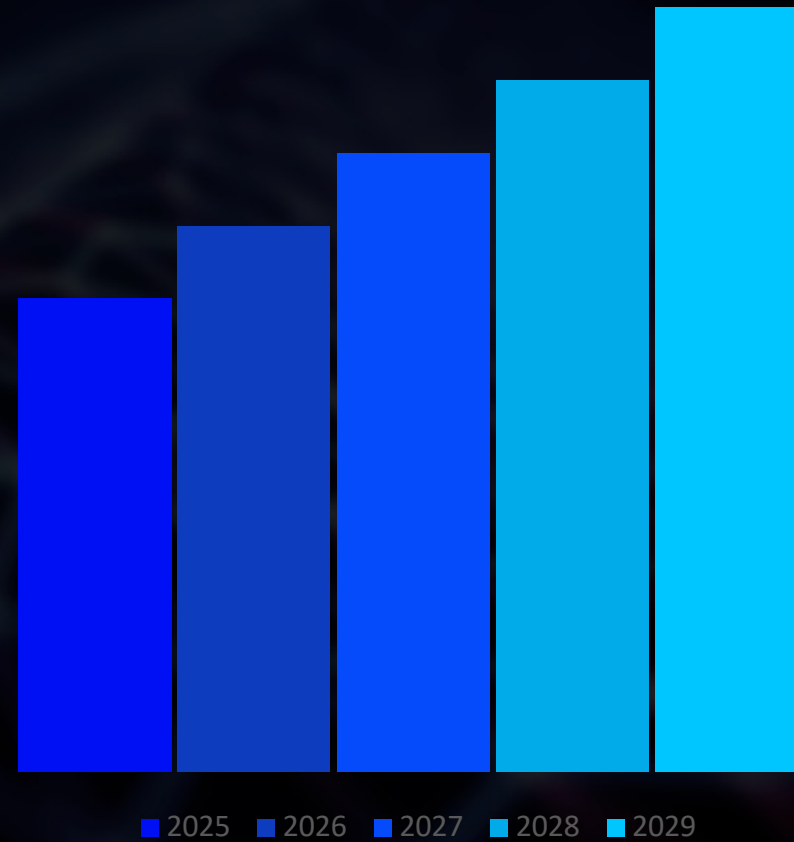
Remote production & collaboration

Hybrid events & virtual productions

Sustainability in production

AV broadcast market | Size & projections

\$12²⁰²⁴
Bn



AV broadcast market | Growth drivers

Increased demand for high-quality content

Integration of broadcast technologies in corporate settings

Rise of virtual & hybrid events

Technology advancements in AV production

Global content distribution

Collaboration between AV & IT

Need of scalable & flexible solutions

Focus on user-friendly workflows

Adoption of IP-based workflows

AV broadcast market | Verticals



Corporate



Sports & Live Broadcast



Education



Government



Worship & Faith



Entertainment

AV broadcast | The benefits

AV broadcast | The benefits

High production quality – Audience engagement

- Broadcast technology is designed for high-quality audio and video production. It offers superior image and sound clarity, making it suitable for professional-grade content production.
- Corporations may prioritize high production quality for internal and external communications, especially in scenarios like live events, executive presentations, and corporate broadcasts where professionalism, brand recognition and impact are crucial.

AV broadcast | The benefits

Scalability & flexibility – Future proofing

- Broadcast systems are often scalable and flexible, allowing for the expansion of production capabilities to meet growing demands.
- A scalable and flexible solution becomes essential as corporations expand their communication strategies.
- Broadcast technology can adapt to the evolving needs of large-scale corporate events and communication initiatives.

AV broadcast | The benefits

Integrated workflows – Simplicity

- Broadcast systems often have integrated workflows, including video switchers, graphics generators, and audio mixing capabilities.
- Corporations benefit from seamless and integrated production workflows, simplifying the technical aspects of content creation and ensuring a smoother production process.

AV broadcast | The benefits

Professional live events – Expand the power of your message

- Broadcast technology excels in producing live events with multiple camera angles, real-time graphics, and dynamic content delivery.
- Corporations hosting large-scale live events, such as product launches or corporate conferences, may opt for broadcast technology to create a polished and engaging experience for attendees and online viewers.

AV broadcast | The benefits

Global Distribution – Your company... everywhere

- Broadcast systems are well-suited for global content distribution through traditional broadcasting and online platforms.
- For corporations with a global reach, broadcast technology facilitates the distribution of content to a broad audience, reaching employees, stakeholders, and clients worldwide.

The world of video has evolved

The convergence of AV and broadcast lets you leverage broadcast technology in AV applications.

Creating a source for your competitive advantage in the race to engage consumers, citizens, fans and employees.

From Idea



ROSS

let's
make
it real.



to audience



Connect with us
to discuss your
customized
AV Solutions

