



Sound & Video Contractor

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### Purpose

The quarterly Audience Engagement Report provides an integrated view of the Sound & Video Contractor community. The data provided within is obtained via internal and third party sources, including Omniture, Yesmail, and Hallmark Data Systems.

### Audience Served

The Sound & Video Contractor community is involved in Systems Integrator/Contractor, AV Consultant, Architect/Designer, Facility/Venue Management, Distribution/Dealer/Rental/VARs.

Sound & Video Contractor users are Owner/ Executive, Operations/Manager, Engineer/Technician, Architect/Designer/ Design Engineer, Sales/Marketing, Consultants.

### SVC Total Annual Exposures

Element	Audience	Frequency	Total
SVC Print and Digital Editions	22,000	12	264,000
AV in Education E-newsletter	23,900	24	573,600
BlogLive E-newsletter (InfoComm)	28,700	5	143,500
Connected Home E-newsletter	38,300	24	919,200
Corporate AV E-newsletter	18,800	24	451,200
Digital Signage	30,900	24	741,600
Extra E-newsletter	19,900	48	955,200
Houses of Worship E-newsletter	19,100	24	458,400
Networked AV E-newsletter	37,200	24	892,800
Road to InfoComm	85,600	3	256,800
svconline.com Average Monthly Unique Visitors *	60,581	12	726,972
<b>Total</b>			<b>6,383,272</b>

Note: svconline.com Total Annual Page Views is 1,243,494\*

\* May 2009 thru April 2010

Source and further detail on pages 2-7

# SVC Print and Digital Subscribers

Updated May 2010

Business Involvement	Total	Percent of Responses	Print Edition	Digital Edition
Systems Integrator / Contractor	8,499	39%	7,126	1,373
AV Consultant	4,764	22%	3,935	829
Architect / Designer	1,762	8%	1,440	322
Facility / Venue Management	4,188	19%	3,418	770
Distribution / Dealer / Rental / VARs	2,787	13%	2,280	507
<b>Total</b>	<b>22,000</b>	<b>100%</b>	<b>18,199</b>	<b>3,801</b>
<b>Percent</b>			<b>83%</b>	<b>17%</b>

Source: Hallmark Data Systems

Job Title	Total	Percent of Responses	Print Edition	Digital Edition
Owner / Executive	11,934	54%	9,955	1,979
Operations / Manager	3,976	18%	3,202	774
Engineer / Technician	3,123	14%	2,620	503
Architect / Designer / Design Engineer	958	4%	761	197
Sales / Marketing	1,189	5%	1,008	181
Consultant	820	4%	653	167
<b>Total</b>	<b>22,000</b>	<b>100%</b>	<b>18,199</b>	<b>3,801</b>
<b>Percent</b>			<b>83%</b>	<b>17%</b>

Print editions is mailed via the US Postal Service. Digital editions are delivered using Yesmail.

# SVC Subscribers

The following list represents a sample of actual SVC subscribers – by title and company

A E TV Networks	AV Eng
ABC TV	Engineer
ADT	CIO
Avon Inc	Engineer
Baker Audio	Integration Manager
Bellagio	Director Special Events
Bravo Inc	Operations Manager
Busch Gardens Williamsburg	Technical Supervisor
CBS	Audio Supervisor
Cirque Du Soleil	Superviseur Technique
Comcast Media Center	Chief Audio Engineer
ConocoPhillips	Audio Visual Analyst
Cornell University	Audio Engineer
Dascom Systems Group	Project Manager
Delta Air Lines	GM - Video Services
Democratic National Commit	IS Director
DirecTV	Technician
Disney Touchstone Pictures	Executive Vice President
DreamWorks Animation	Hardware Engineer
Encore Productions	Director Of Audio Visual
ESPN	Sr Project Engineer
First Church Of The Nazarene	AV Assistant
Ford Audio Video	Technical Bid Estimator
Fox Networks	Engineer In Charge
Harpo Studios	Production Designer
Harrahs Entertainment	Technician
HBO	Prod Mgr
Illumination Dynamics	Dir Of Theatrical Lighting
Imax	President
Kohl Photography Video	Videographer
LDS Church	Sound Artistic Technician
Lockheed Martin	Video Hardware Engineer
Marriott Event Technology	Executive Director
Microsoft	Video Program Manager
Motion Pictures Inc	Owner
MTV Networks	Project Manager
NBA	Digital Media Manager
NBC	Video Engineer
Paramount Pictures	Director
Pepsi Center Arena	Manager Of Arena Technology
QVCInc	Broadcast Audio Engineer
Six Flags Over Texas	Sound Super
Sony Pictures Imageworks	VP Technical Operations
The Boeing Company	Video Operations Mm
Time Warner	AV Tech IT
Touch Tone Productions	Producer Owner Engineer
UNC Chapel Hill	Technical Services Manager
US Olympic Committee	CEO
Walt Disney Imagineering	Pr A V Engineer
Warner Bros	Sound Engineer

# SVC E-newsletter Report

SVC	Audience	Frequency
AV in Education	23,900	1st and 3rd Wednesdays
BlogLive (InfoComm)	28,700	5x in conjunction with InfoComm and CEDIA
Connected Home	38,300	1st and 3rd Mondays
Corporate AV	18,800	2nd and 4th Thursdays
Digital Signage	30,900	2nd and 4th Mondays
Extra	19,900	Weekly on Tuesdays
Houses of Worship	19,100	1st and 3rd Thursdays
Networked AV	37,200	2nd and 4th Wednesdays
Road to InfoComm	85,600	3x in conjunction with InfoComm and CEDIA

## E-newsletter Opens & Click Through Rates

3-Month Average	Open Rate	Click Through
AV in Education	24.6%	2.9%
BlogLive (InfoComm)	16.4%	1.2%
Connected Home	22.9%	3.1%
Corporate AV	24.1%	2.4%
Digital Signage	15.3%	1.0%
Extra	23.3%	2.5%
Houses of Worship	22.9%	2.4%
Networked AV	20.3%	1.6%
Road to InfoComm	25.8%	1.7%

Source: Yesmail

# svconline.com Online Report

Date	Unique Visitors	Page Views
April 2010	59,263	97,161
March 2010	67,353	113,639
February 2010	60,700	105,783
January 2010	64,896	109,808
December 2009	56,082	93,636
November 2009	57,454	94,782
October 2009	65,641	114,119
September 2009	62,777	110,455
August 2009	57,973	96,439
July 2009	58,119	99,306
June 2009	61,110	107,667
May 2009	55,605	100,699

Time Spent Per Visit*	3-Month Average
Up to 5 minutes	78%
5-10 minutes	9%
10-30 minutes	11%
Longer than 30 minutes	2%

Visits by Country*	3-Month Average
United States	61%
Canada	5%
United Kingdom	4%
Other	30%

Source: Omniture February 2010 - April 2010

# SVC Online Demographics

Business Involvement	Percent of Responses
Systems Integrator	28%
Systems Contractor/AV/Presentation	20%
Consultant (Architectural, AV, Electrical, Design/Engineer)	20%
Facility/Venue Management (Commercial, Medical, Education, Government, Entertainment and Religious Facilities)	15%
Distributor/Dealer/Rental Firms/VARS	5%
IT/Networking	1%
Other	11%

Source: svconline.com Online Demographics Study, October 2009

Purchase Involvement	Percent of Responses
Audio/sound products	92%
Video products	83%
Installation services	60%
Consulting	40%

Source: svconline.com Online Demographics Study, October 2009

\$168,333 is the average budget for equipment and services each visitor to the web site is evaluating for purchase in the next 12 months.

Site Usage	Percent of Responses
Access the story archive	44%
Source a supplier	43%
Visit an online special report	28%
Click through to an advertiser website	25%
Listen to a podcast	25%
Use the online Sourcebook	21%
Subscribe to newsletters	15%
Locate a specific advertiser	14%
Visit the Briefing Room	13%
View archived webcasts	12%

Source: svconline.com Online Demographics Study, October 2009

OMNITURE™



## About Omniture

Omniture, Inc., headquartered in Orem, Utah, is the pioneer of next-generation web analytics technology and is the most experienced provider of adaptable solutions to large, complex websites. Omniture develops and markets SiteCatalyst, which has been designed specifically for the needs of enterprise companies to monitor visitor and commerce activity, identify specific points of change, and drive business decisions that increase ROI. Cutting-edge technology has resulted in an impressive client list, which includes AOL Time Warner, Gannett, Microsoft, Maytag Corporation, Media News Group, VeriSign and Hewlett Packard. <http://www.omniture.com>



## About Yesmail

Yesmail is a recognized industry-leading provider of online emarketing solutions. Built on a solid core of innovative technology, Yesmail offers a complete portfolio of email marketing solutions and services for businesses of all sizes including, Yesmail Enterprise, Yesmail Express, Yesmail Direct and Yesmail Media Services. Yesmail exceeds the expectations of Fortune 500, mid-size companies and small businesses worldwide powering their strategies with highly trained account teams and best practices consulting. Clients specializing in consumer products, retail, publishing, travel and finance are well served globally with award-winning solutions localized in single-byte and double-byte languages. Yesmail was founded in 1997 and is a subsidiary of infoGROUP. <http://www.yesmail.com/>



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