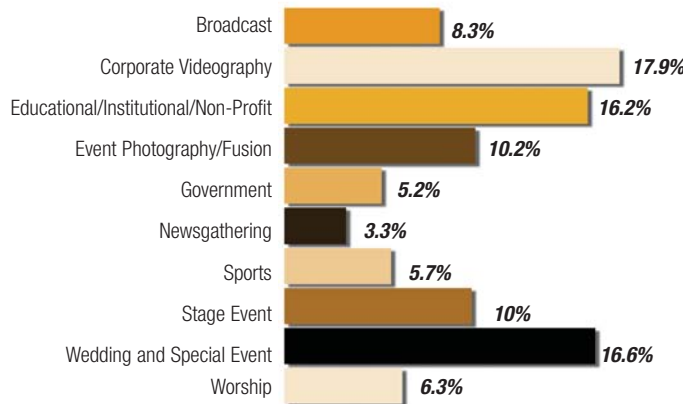
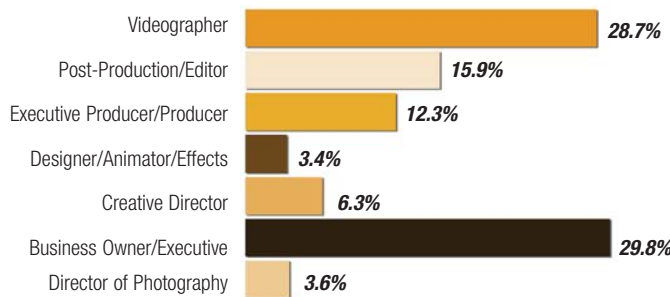


Audience Profile

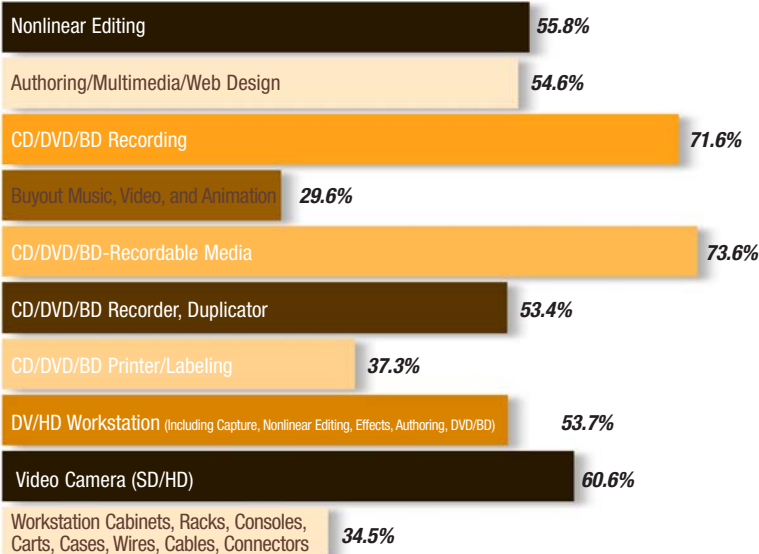
Industry



Primary Organizational Role



Products Readers Approve for Purchase



EventDV Demographics

EventDV readers are pro videographers.

Working on an average of 50 events per year, they shoot video, edit single- and multi-camera source material, create DVD titles, and duplicate discs. Their buying power and use of specific products is documented by the 2005 qualification form data on this page.

EventDV

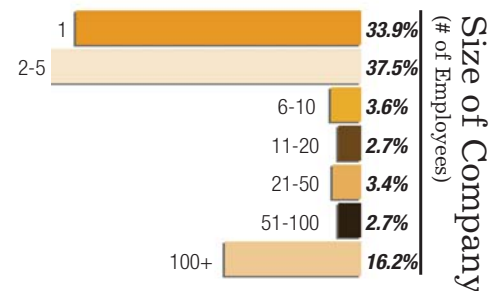
is home to large concentrations of proven buyers

of products in categories like video editing software/hardware, DVD authoring tools, disc duplication, blank media, stock audio/video, and HDV and DV cameras, to name a few.

A highly targeted audience of videography professionals

Subscribers have the authority to specify, recommend, or authorize purchases.

EventDV is where they stay informed about the leading brands and product offering ... before annual budget dollars are spent.



Source: August 2009 Reader Survey