

NEWS RELEASE

ElectroniCast Consultants



Film and Video Professional Production LED Lighting Market Forecast

According to ElectroniCast, the worldwide market value of LED Production Lighting reached \$256.5 million in 2018...

Aptos, CA (USA) – April 23, 2019 -- ElectroniCast Consultants, a leading market research consultancy covering the LED lighting industry, today announced the release of their global market forecast of the use of light emitting diode (LED) professional production lights in Television/Broadcast, Motion Picture, and Videography.

According to the market forecast report, the global consumption of LED professional lighting lamps/fixtures reached \$256.5 million in 2018. During the forecast period, the value of the LED-equipped lighting is forecast to increase to \$508.5 million in the year 2028. Market forecast data in the study report refers to consumption (use) for a particular calendar year; therefore, this data is not cumulative data.

According to the study, LED-based lighting is forecast to be the light source of the next generation in the professional production lighting sector studied in this market research project. Current LED technology already competes favorably with Hydrargyrum medium-arc iodide (HMI), fluorescent and tungsten sources and is powerful enough for the new crossover videographers.

LED lighting is increasingly used in Hollywood and broadcast/TV and movie studios worldwide since LED solutions are a cool running (temperature), energy efficient, light source with an adequate quality of light giving increasingly accepted color rendition and “natural” skin tones. This LED technology is not just limited to large panels of light, but is also available in small, portable, battery operated units that could be attached to video cameras that are currently available.

New LED-based professional production lights are designed to meet the needs of demanding videographers. LED technology is a strong competitor to other light source technologies, due to its reliability, light quality, durability (rugged) and rapid on/off features (and several other benefits) of LED lighting in professional production applications.

Some examples of video/motion professionals that specify and use LED lighting include: steady-cam operators; Cinematographers; Operators, television, video, and motion picture camera; News camera operators; Motion picture camera operators; Electronic newsgathering operators; Video camera operators; Film and video editors; Camera operators, television, video, and motion picture; Video editors; ENG operators; Studio camera operators, others.

Broadcast studio camera operators work in a broadcast studio and usually videotape/digital recording their subjects from a fixed position. News camera operators, also called electronic news gathering (ENG) operators, work as part of a reporting team, following newsworthy events as they unfold. To capture live events, they must anticipate the action and act quickly. Television, video, and motion picture camera operators usually acquire their skills through formal postsecondary training at film schools, colleges, universities, or photographic institutes; therefore, LED lighting manufacturers should consider these institutions in the marketing efforts.

The sales and distribution of LED-based professional production lights are typically aimed at:

- Rental Companies
- Lighting Designers
- Lighting Engineers and Specifiers
- Content Production Companies
- Venue/locations (Stadiums, Arenas, Other)

In this global market forecast study report of LED-based professional production lights used in the television/broadcast, videography, and motion picture/film industry sectors, over 60 companies, which compete in this sector, are profiled.

LED professional production lighting, which is used for General Lighting purposes, but with primary concern to accommodate the parameters of High Definition (HD) or other related production concerns for broadcast/TV, motion pictures or videography illumination, is covered in this market forecast. The major market potential for these general lighting/production lights is in sport arenas and stadiums that prefer lighting, which are compliant with slow-motion and/or high-definition television standards.

The broadcast/television, motion pictures and professional videography industry sectors employ professional camera operators in the United States and worldwide. Independent television stations, local affiliate stations of television networks or broadcast groups, large cable and television networks, or smaller, independent production companies, employ camera operators. There also are a large number of self-employed camera operators and film editors. Some self-employed camera operators contract with television networks, documentary or independent filmmakers, advertising agencies/commercials, or trade show or convention sponsors to work on individual projects for a set fee, often at a daily rate.

Larger square or rectangle (shape) LED lights, which also include linear or tube led in consumption value last year in 2018 with nearly 50 percent in relative market share versus the other LED light categories. The average selling prices (ASPs) for smaller devices are significantly less than the larger fixtures.

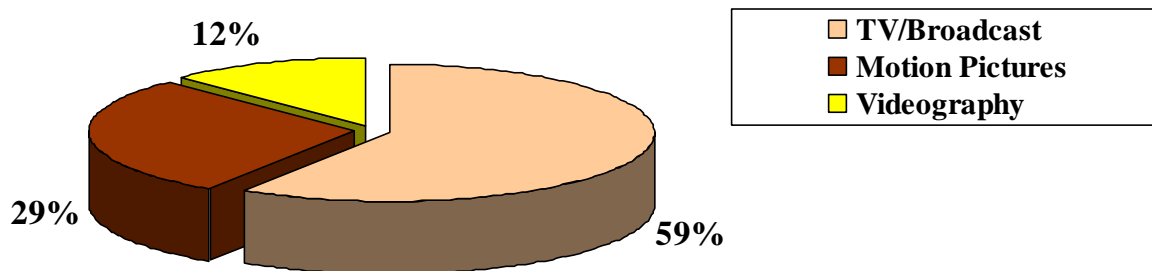
In terms of volume (number of units), the smaller units currently hold the market share lead; however, because of their relatively low average selling price (ASP) compared to the larger-sized units, they have a lesser market share in terms of value.

The worldwide value of LED-based production lighting in the Television/Broadcast segment was \$152 million in 2018, compared to \$73.2 million in the Motion Picture category and \$31.2 million in the Videography industry segment.

TV/Broadcast stations worldwide continue to retrofit their studios with LED-based production lights, to improve the picture quality with the new HDTV-based requirements. Also, other benefits of LED lighting versus the incumbent lighting, includes consumption of less electrical power and quiet operation (no fan required), as well as “flicker-free” operation. Also, LEDs not only use less energy, less air conditioning is required in the studio, since heat generated by LED lights is negligible.

LED production lights in the motion picture/film category is driven by requirements for lighting effects and set lighting, mainly because of its flexibility. A single light source can generate a great variety of colors. Additionally, continuous cost/performance improvements driven by technological advancements are driving the LED lighting fixture market from a niche-only solution to a general use solution.

**LED Professional Production Lighting Applications
Global Market Value in 2018
Source: ElectroniCast Consultants**



Media Contact: Theresa Hosking
thosking@electronicastconsultants.com

www.electronicast.com
Telephone/USA: 831-223-6406

This market forecast report is available immediately from ElectroniCast Consultants. For detailed information on this or other services provided by ElectroniCast, please contact Theresa Hosking, Marketing/Sales; thosking@electronicastconsultants.com (Telephone/USA: 831-708-2381)

ElectroniCast Consultants – www.electronicast.com specializes in forecasting trends in technology forecasting, markets and applications forecasting, strategic planning and consulting. ElectroniCast Consultants, as a technology-based independent forecasting firm, serves industrial companies, trade associations, government agencies, communications and manufacturing companies, as well as the investment/financial community. Reduction of the risk of major investment decisions is the main benefit provided. ElectroniCast Consultants' goal is to understand the challenges and opportunities facing clients and to provide timely, accurate information for strategic planning.