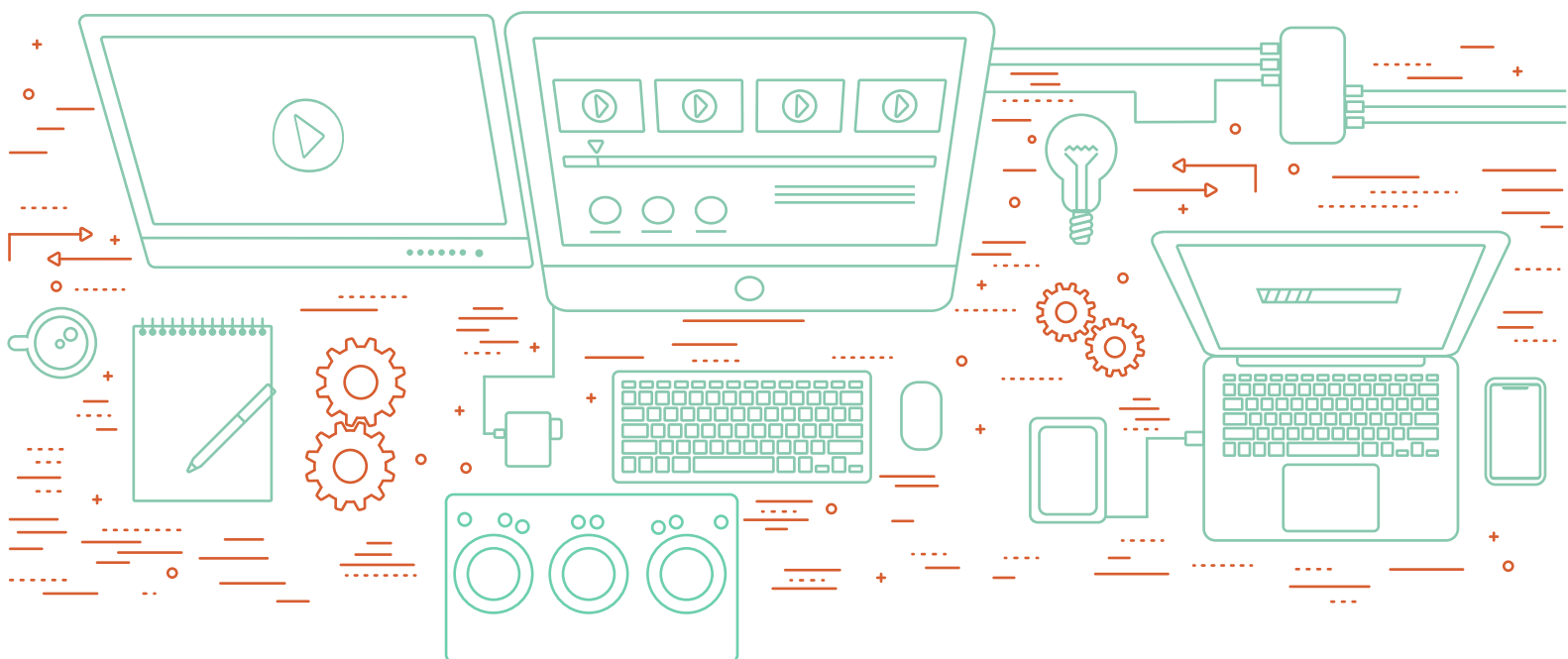


DIT SURVEY SUMMARY REPORT

2018 EDITION



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This paper will show you how we (DIT, data managers) as a group operate, how we acquire new knowledge, what gear is popular among us, how the current market conditions look to us and where we think we are heading.

The paper is designed for those of you that work as a DIT (incl. data manager) or supplier to DITs.

The content of this paper is based on data from an open survey to DITs and data managers, that we published in the fall of 2017. 200 professionals from 17 countries participated in this survey between 2017-08-30 and 2017-10-31. Data is based on self-reported information by the participants in the survey and collected anonymously without any traces that would expose the individual. Self-reported revenue and personal income refers to the fiscal year of 2016. All currencies shown are in US dollars.

By: Philip Bengtsson and Kendra Pink
2018-11-30



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Title: DIT Survey Report 2018

Author (use for attribution): DIT Gear.com

POPULAR BRANDS

We asked respondents to list products they were currently using in their work. From that data, we could identify the most frequently used products. Brands are ranked in order of most popular.

TOP HARDWARE BRANDS



1st

Apple

Products frequently mentioned:
Macbook Pro, Mac Pro



2nd

Blackmagic design

Products frequently mentioned:
Products from Ultrastudio line,
such as Mini Monitor,
Mini recorder and 4K



3rd

Flanders scientific

Products frequently mentioned:
CM & DM-series
monitors, BOX I/O

Place 4-6th: Teradek (COLR/BOLT), SONY (PVM-series monitors) and Tangent(Element/Wave-panels).

TOP SOFTWARE BRANDS



1st

Blackmagic design

Products frequently mentioned:
Davinci Resolve



2nd

Pomfort

Products frequently mentioned:
Silverstack and Live Grade



3rd

Adobe

Products frequently mentioned:
Premiere Pro, Media Encoder

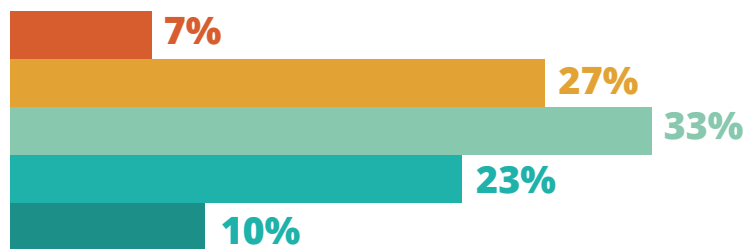
Place 4-6th: Imagine Products (ShotPut Pro), Assimilate(Scratch) and Avid(Media Composer).

COMPETITION

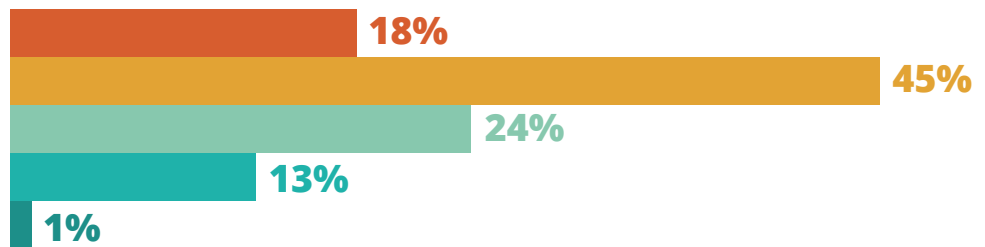
There are mixed views on competition. Most professionals told us they neither agree nor disagree on tending to see others as competition. 34% see others as competition while 33% don't. The majority have a large network of clients and know most of them well. More people have no difficulties in finding work (54%) versus people who find it hard to find work. (16%).



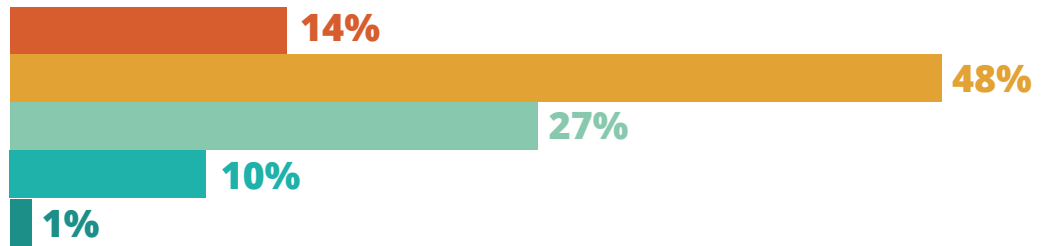
I tend to see other individuals that do similar work to me as competition



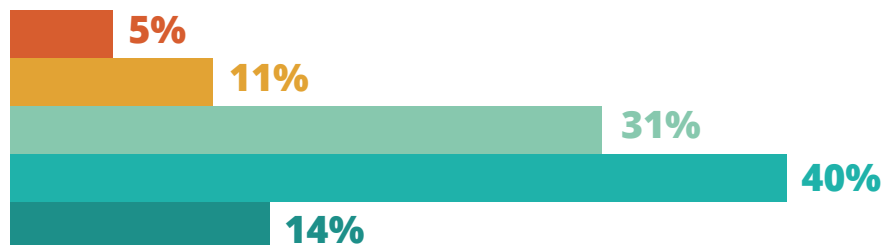
I have a large network of clients



I know most of my clients very well



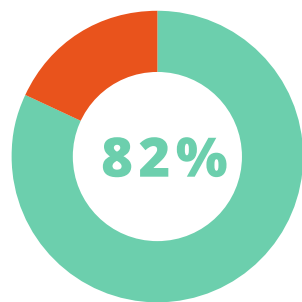
I find it hard to find work



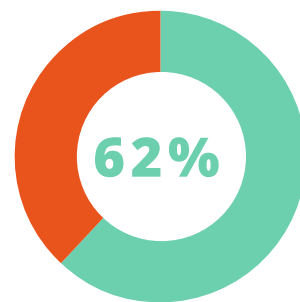
■ Strongly Agree
 ■ Agree
 ■ Neither agree or disagree
 ■ Disagree
 ■ Strongly Disagree

ACQUIRING KNOWLEDGE

Industry networking, internet forums, and social media are the most popular sources of acquiring information and also most frequently accessed. 82% indicated that they tend to share their knowledge with others who do similar work, while 62% would share their knowledge with anyone interested.



Share their knowledge
with others who
do similar work



Would share
their knowledge
with anyone interested

INNOVATION

21% have in some form been involved in a product development process. 9,45% as product testers. 11,55% as key stakeholders.



ESTIMATED MARKET WORTH

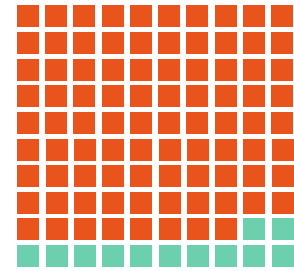
\$137M
per 1000 professionals

\$110,8M per 1000 professionals/year in solely DIT-related revenue streams. If including other revenue streams, we are looking at \$137M.

INVESTMENTS IN GEAR

\$23M USD are invested in equipment & storage per 1000 professionals each year. Most investments (33%) are made by those that have been in their current role for 5-7 years. Company owners invest more (88%) than those who don't own a company. (12%).

88%
Company
investments



12%
Personal
investments

DO WE ALL RUN OUR OWN BUSINESSES?

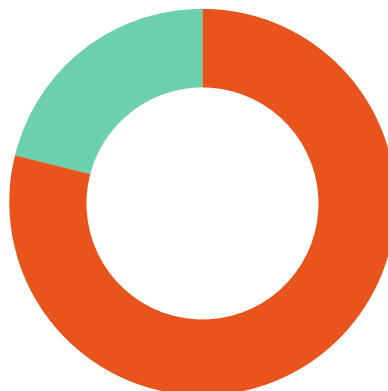
65,38%

have their
own company.



21%

of company
owners has
2+ employees



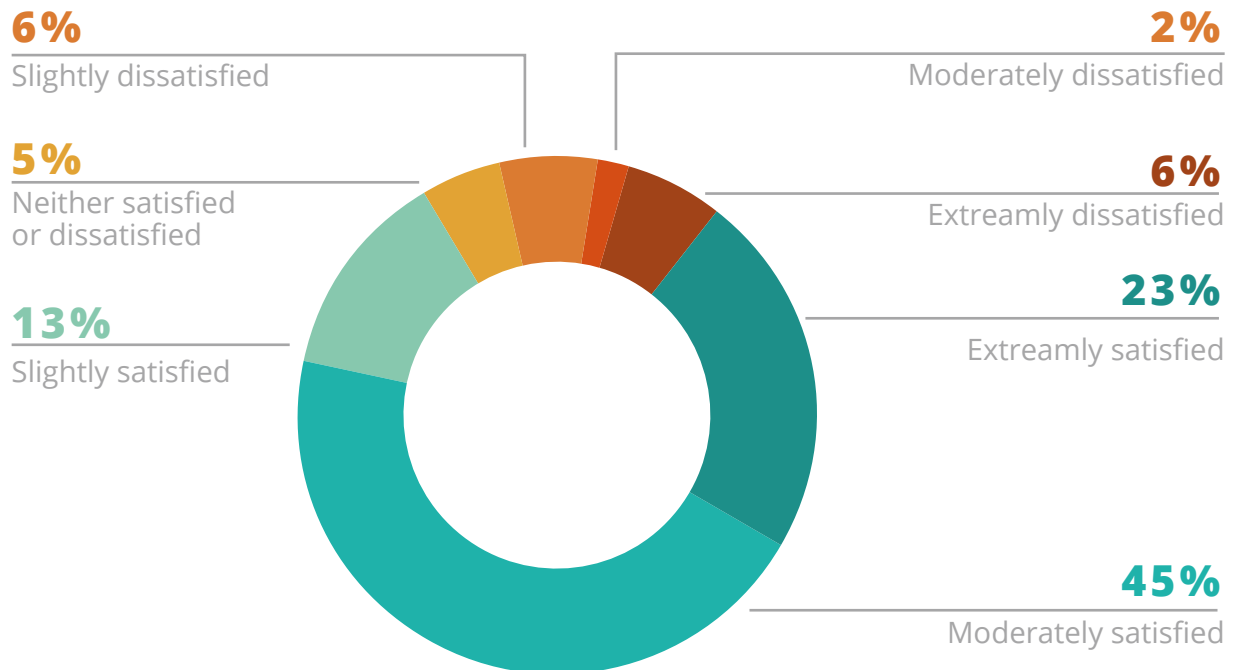
79%

of company
owners are
running solo



REVENUE SATISFACTION

81% of businesses were satisfied by their revenue. Those with a revenue level between \$200-299K were the most satisfied as a group. 70% experienced increased revenue from the year before.



FACTORS BEHIND GROWTH

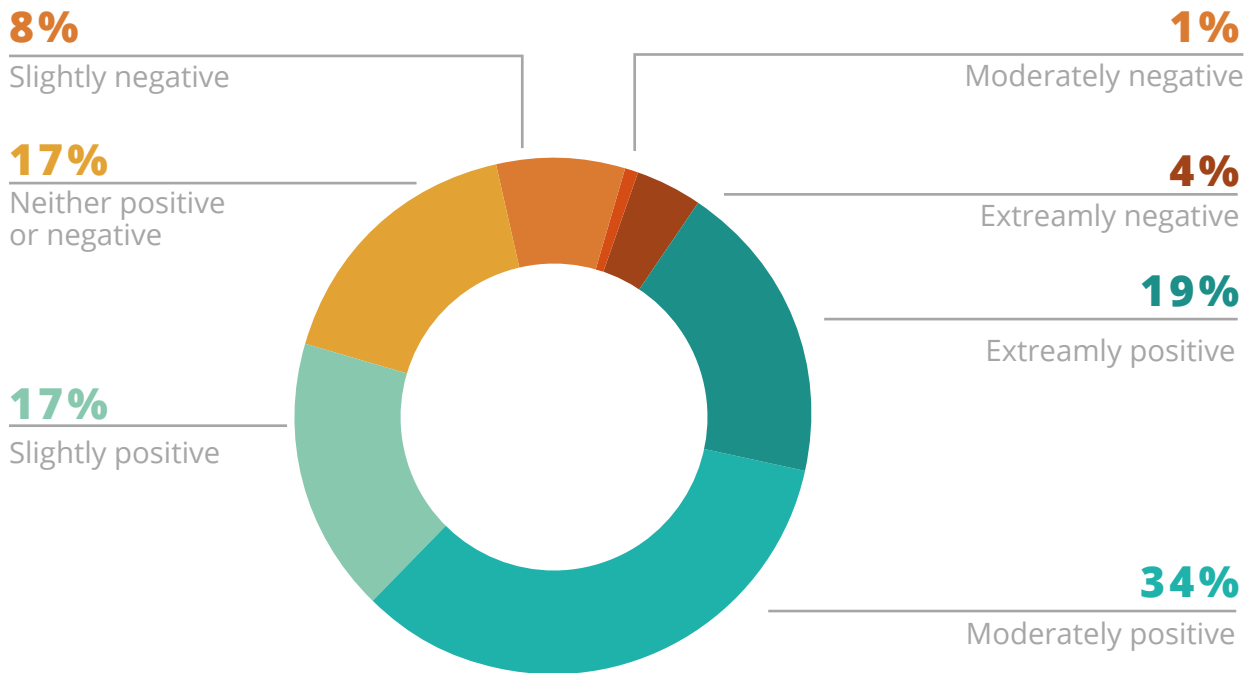
The main factors behind growth were own individual increase in knowledge and experience, together with experienced market growth and new network opportunities. Of those who saw a decrease in revenue, told us that they were faced with too many low paying jobs or had chosen to take voluntary leave from work – leading to less revenue.

INCOME SATISFACTION

People without a company were less satisfied with their income than business-owners corresponding revenue satisfaction (81%). Only 65% were satisfied with their income.

FUTURE OUTLOOK ON THE DIT-ROLE

70% has a positive outlook on the future while 17% are neither positive or negative. 13% have a negative outlook on the future of the role.



Factors contributing to a POSITIVE outlook:

- 1. Technological advances
- 2. DIT role evolving/Meeting many needs
- 3. Specialized Skills & knowledge that DIT roles bring



Factors contributing to a NEGATIVE outlook:

- 1. Technology eliminating the DIT role
- 2. Poor working environment
- 3. Cost conscious productions

Technological advances are the top factor that contributes to a positive outlook. At the same time, the fear of technology eliminating the role is the top factor contributing to a negative outlook. Learning new skills and staying on top as new technologies emerges is seen as both challenge and opportunity.

CONCLUSION

The market is growing, according to the self-reported increase in revenues. Overall competition seems to be in balance, as most people seems to have no issues finding work and no problems sharing their knowledge. Still, some people have difficulty finding work or are faced with too many low paying jobs. Most people seem satisfied with their revenue and income. However, personal income satisfaction is not as high as revenue satisfaction and could be improved.

As DITs we are dependent on technology advancements and the value they create for us. Many have been involved in a product development process, shaping future products that thus shape the future of the DIT role. If we continue to give feedback to product makers or start working on our own ideas, we are taking more control of shaping our own future. Most of DITs have a positive outlook on the future of the role. Revenues are increasing and there seems to be enough of work for us to freely share our knowledge with others interested in learning. Times are good for the DIT!

Philip Bengtsson
DIT & creator of DIT Gear.com

