

# Creative Solutions

## Videndum Creative Solutions



### Revenue

£95.6m

Up 22.9% ↑

### Adjusted operating profit\*

£12.5m

Up 50.6% ↑

### Revenue



### Adjusted operating profit\*



### Statutory operating profit



**//**

**The need for HDR/4K low latency video transmission and monitoring is growing rapidly in multiple markets for multiple applications. Our proprietary zero delay technologies are uniquely positioned to fulfil those demands.**

**Creative Solutions mainly focuses on the fast- growing, global content creation market as daily screen time and video consumption expand across numerous platforms. We make the tools to help tell the stories, share the news, engage an audience and spread the word.**



**Marco Vidali**

**Divisional Chief Executive,  
Videndum Creative Solutions**

## Creative Solutions continued

# The Creative Solutions Division develops, manufactures and distributes premium branded products and solutions for film and video production companies, independent content creators, gamers, enterprises (e.g. medical and industrial) and broadcasters.

Products include wired and wireless video transmission and lens control systems, live streaming solutions, monitors, camera accessories and software applications.

Creative Solutions represents c.20% of Group revenue.

### Addressable market\*

The TAM for Creative Solutions is larger than £1.0 billion per annum and we estimate that the market CAGR (2022–25) will be c.10–15%.

### Strategy

Our strategy is focused on continuing to deliver the 4K/HDR replacement cycle as well as developing innovative new technology to improve our customers' productivity in the growing areas of remote monitoring, collaboration and streaming in the cine/scripted TV and enterprise markets.

### Market position

Videndum is the market leader in most of its product categories. We have this strong position due to our premium brands, market-leading technology and dedicated team of innovative product specialists with extensive experience in shooting both professional and amateur video content. We sell our products globally via multiple distribution channels and increasingly online via our own direct e-commerce capability and third-party platforms.



### Our brands

Market position\* shown in brackets

#### Video transmission systems (#1)

→ Teradek

#### Monitors (#1\*\*)

→ SmallHD

#### Lens control systems (#3)

→ Teradek

#### Live streaming (#1\*\*)

→ Teradek

→ Lightstream

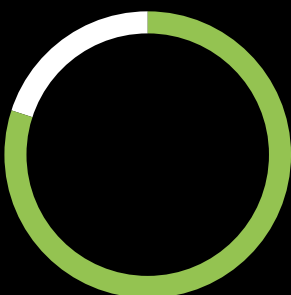
#### IP video (#3)

→ Teradek

#### Camera accessories (#3)

→ Wooden Camera

### Target audience



- Cine/scripted TV/ICC market: **80%**
- Medical/Enterprise market: **20%**

\* Management estimates by sales value in the market segments in which these products are sold.

\*\* In our niche.

## Case studies



### SmallHD Production Monitors

SmallHD has become the industry standard for ultra-bright on-camera monitors, and we solidified our entry into a new segment of the monitor market in 2022 with our line of 4K production monitors. Not only have we challenged the market leaders in price, but in technology, capability and, most importantly, image quality. We have spent the last three years maturing our 4K large-format platform and we now ship seven different models.



**The SmallHD OLED 22 monitor is the premiere option for in-camera accuracy – I trust the colours on this monitor more than I do my laptop. I've been able to operate with confidence and never second-guess what I am seeing on the screen. It's a non-negotiable staple in my kit.**

**Gina Manning**  
Director and Photographer

### Adaptive Reliable Transport ("ART"), the video-aware, ultra-low latency streaming protocol

ART, a protocol jointly developed by our Amimon and Teradek engineers, delivers secure, ultra-low latency, broadcast-quality video and audio for mission-critical video transport over public networks. It utilises joint source channel coding to evaluate video content and network characteristics simultaneously, optimising for both in one step. The result is a highly resilient, adaptive video stream that ensures the quality and integrity of content over the most challenging network conditions, overcoming video pixelation, stuttering, freezing, sync loss, delays and total dropouts. ART provides more natural, lifelike bi-directional streaming interaction between presenters and guests, wherever they are located across the globe.

### Zero latency wireless video solutions for the medical market

4K real-time video is widely used by surgeons and medical professionals to provide optimal visualisation during diagnosis and surgical procedures. The need to wirelessly connect video sources to display monitors, recording devices and wall control panels is becoming essential in order to improve clinical workflow, efficiency and patient outcomes. Amimon's unique, award-winning wireless zero latency video technology means we can now deliver high fidelity, ultra-low latency video over a secure and reliable link. Our medical products are

utilised in thousands of installations within operating rooms, replacing current wired solutions. This increases flexibility for healthcare professionals, in addition to attractive economies of scale and increased operating room availability.

### How NATO streamed to 88 countries in three days with Teradek

NATO has historically transmitted video using the private fibre and satellite network from the European Broadcasting Union, but wanted to find better synergy between their broadcast and internet solutions to reach a worldwide audience, while improving cost efficiency. They are working with Teradek to be ready for a future where broadcast-quality video might no longer be transmitted via expensive fibre and satellites, but instead public TV stations might send the same quality video through more cost-effective consumer internet connections.



**Without Teradek we could not have pulled off what we did over the past half year. It has become clear that with Teradek, we've invested well at a relatively minimal cost compared to transmission via fibre or satellite.**

**Bart Vandendorpe**  
NATO