

Industry results to tape stock survey



JCA, the digital production specialist, today revealed the results from its survey on the Sony tape stock crisis <http://www.jca.tv/pdf/JCA%20survey%20results%20June%202011.pdf>

JCA asked professionals in the UK production industry how the tape shortage will affect their business. It found that 50% of respondents do not yet employ digital distribution methods; as a result 45% believe the tape stock shortage is of major concern or business critical, revealing that tape still plays an active role in today's production industry.

40% of respondents would consider employing file based delivery methods if Sony's HDCamSR becomes a real concern and 37% of respondents state that between 31% – 100% of their distribution needs are digital file based. These statistics show that although tape is still important in today's production industry, there is an increasing demand for digital alternatives which have not been taken up at the same rate as requirements show.

Simon Kay, Managing Director of JCA, said: "The crisis in Japan is forcing many production companies to review their distribution methods and this study shows that there is a degree of panic out there as a result of tape shortages.

Kay continues: "After careful consideration is given to digital delivery methods, the benefits in terms of archiving, transportation and cost clearly reveal the advantages of going fully digital."

Ten lucky participants will receive a bottle of Champagne for completing the survey.

For further information please contact Matt Bowman or Marcus Gage on 020 8357 5400 or see www.jca.tv .