

Market Research

As the premier trade association for the audiovisual industry, InfoComm International conducts surveys to assess the needs of its members and to provide in-depth AV industry data.

Economic Snapshot Report (October 2011 Report Now Available! Also available in Spanish.)

How is the AV industry doing in the current economy?

Since the summer of 2008, the Economic Snapshot survey report has provided an analysis of the AV industry. This report is available three times a year.

Download a **FREE COPY** of the **latest edition (October 2011)** of the Economic Snapshot report:

2012 Global AV Market Definition and Strategy Study Available June 2012

The Global AV Market Definition and Strategy Study answers the following questions and more about the pro-AV market:

- How big is the global pro-AV market?
- Which markets are rapidly expanding, and which are maturing?
- What are the trends around the world?
- What percentage of the AV industry does your business segment occupy?

The study also shows forecasts by product segment and discusses trends that will drive the market.

InfoComm International is now gathering data for the 2012 edition. *The 2012 Global AV Market Definition and Strategy Study* will be available for purchase by June of 2012 online and at the trade show store in Las Vegas.

Visit the [online store](#) to purchase *2010 Global AV Market Definition and Strategy Study*.

2012 InfoComm Compensation and Benefits Survey Available April 2012

Last published in 2010, the 78-page report examines the compensation and benefits trends in the audiovisual industry for the U.S. and Canada.

This report specifically looks at:

- Median salaries of 27 positions in the audiovisual industry
- Staffing levels and patterns (e.g., levels, turnover & salary increases)
- Projected revenues of audiovisual companies
- Employee benefits

The *2010 InfoComm Compensation and Benefits Survey* report is **ONLY \$50** for InfoComm members. And can be purchased online at www.infocomm.org/store.

The *2012 InfoComm Compensation and Benefits Survey* will be available for purchase online in April 2012 and at the trade show store in Las Vegas in June.

To learn more about this report, prior to purchase, contact marketresearch@infocomm.org.

Are you still unable to find the audiovisual market research data that you need?

Contact InfoComm International's [market research partners](#), for the most up-to-date and informative research reports on our industry.

