



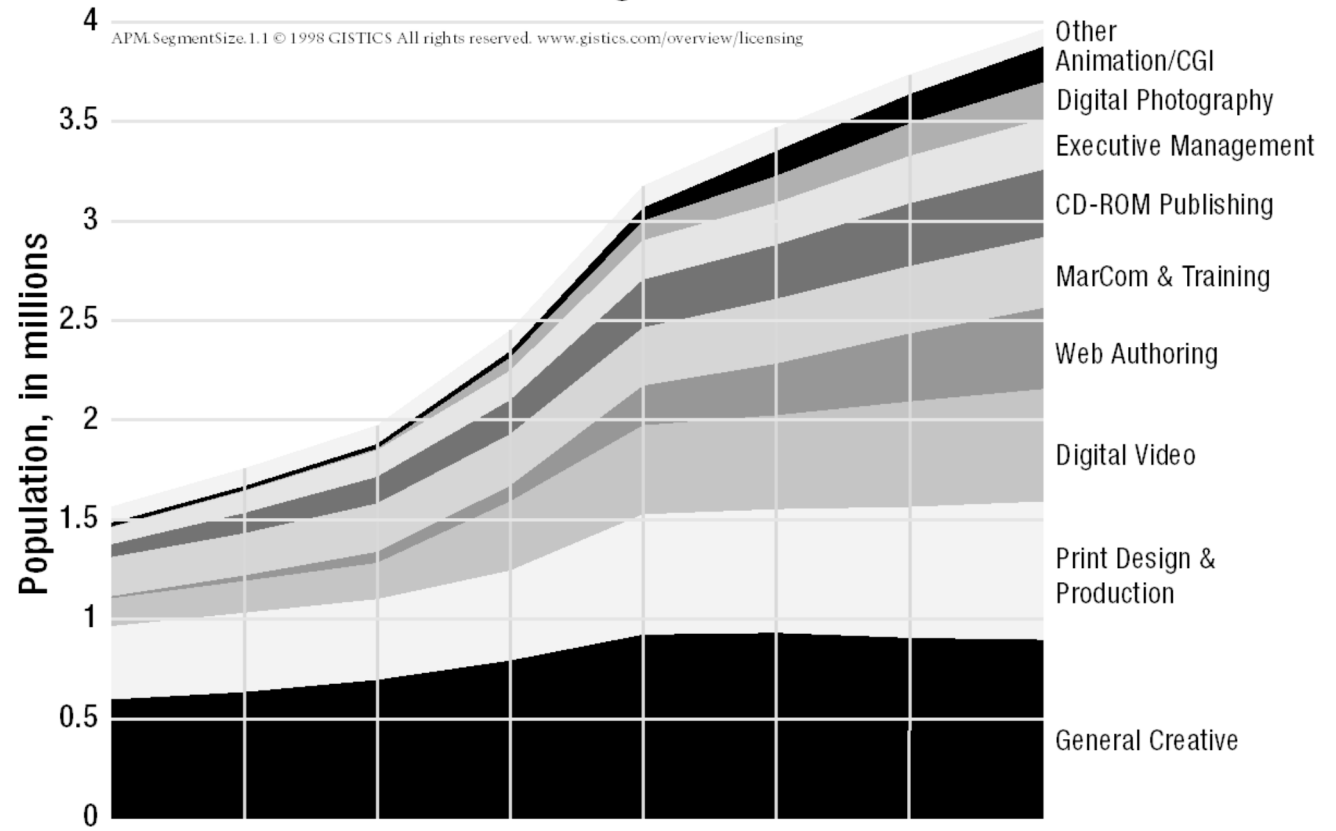
GISTICS™

Return on Investment with Apple Publishing Technologies



North American Media Producer Industry

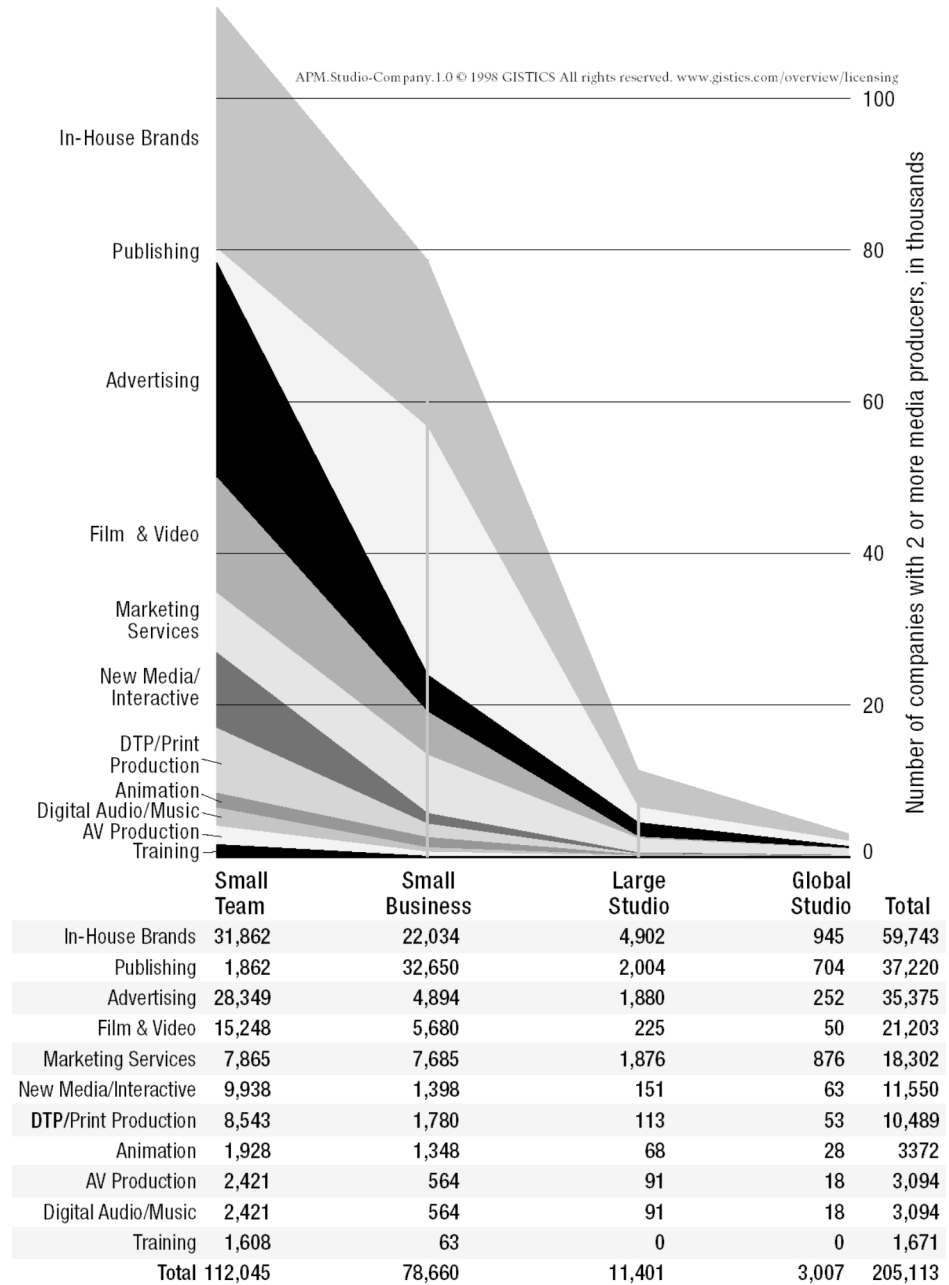
Professional segment sizes



	1991	1992	1993	1994	1995	1996	1997	1998e	
80,498	89,487	94,837	104,637	109,958	118,817	99,678	87,055	Other	
19,498	20,498	22,938	31,998	65,279	124,745	147,382	178,474	Animation/CGI	
2,968	3,920	6,959	65,869	98,479	133,986	162,387	184,379	Digital Photography	
86,748	110,298	134,789	148,577	198,273	212,546	239,287	254,981	Exec. Management	
63,043	101,380	132,938	170,490	239,683	270,788	313,998	338,472	CD-ROM Publishing	
197,474	212,423	243,872	259,886	292,238	326,314	339,280	356,484	MarCom & Training	
9,279	27,367	54,820	77,465	198,859	258,506	340,938	405,928	Web Authoring	
139,841	159,580	182,306	347,378	447,369	471,957	529,382	564,763	Digital Video	
369,482	398,920	405,987	452,837	604,893	621,957	658,672	694,821	Print Design & Prod.	
593,123	630,592	692,015	789,069	919,589	928,326	902,872	893,862	General Creative	
1,561,954	1,754,465	1,971,461	2,448,206	3,174,620	3,467,941	3,733,876	3,959,219	TOTAL	



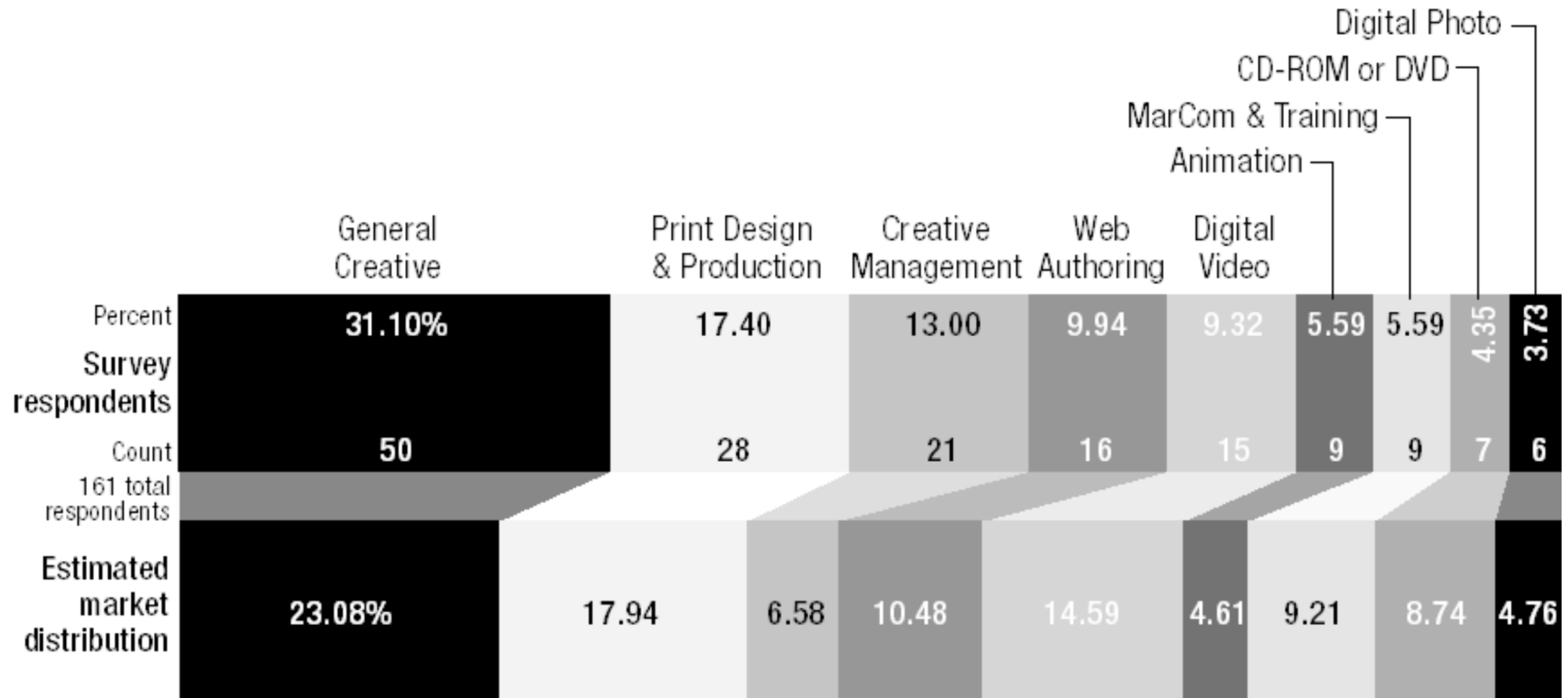
Company Distribution by Studio Size



Survey Methodology



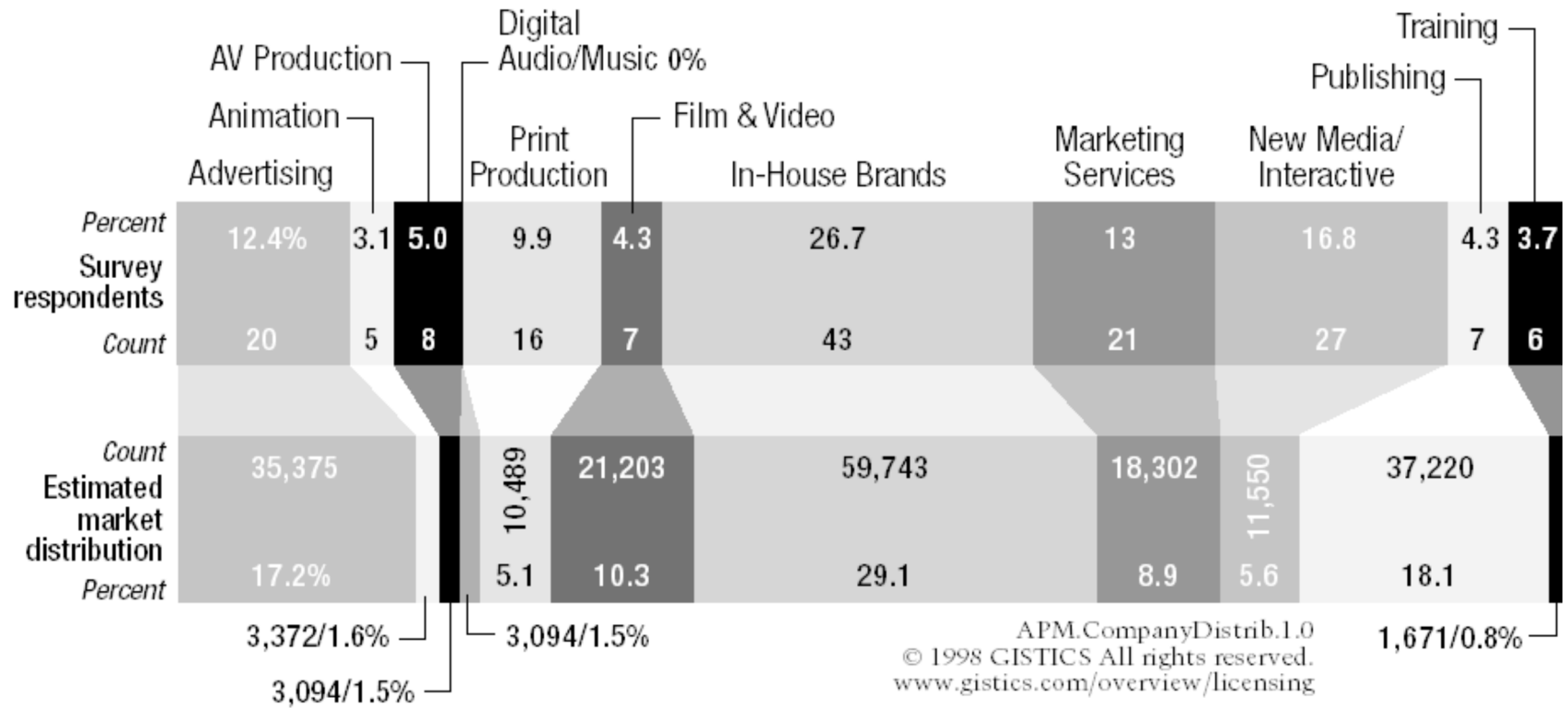
User Distribution of Survey Sample and Industry



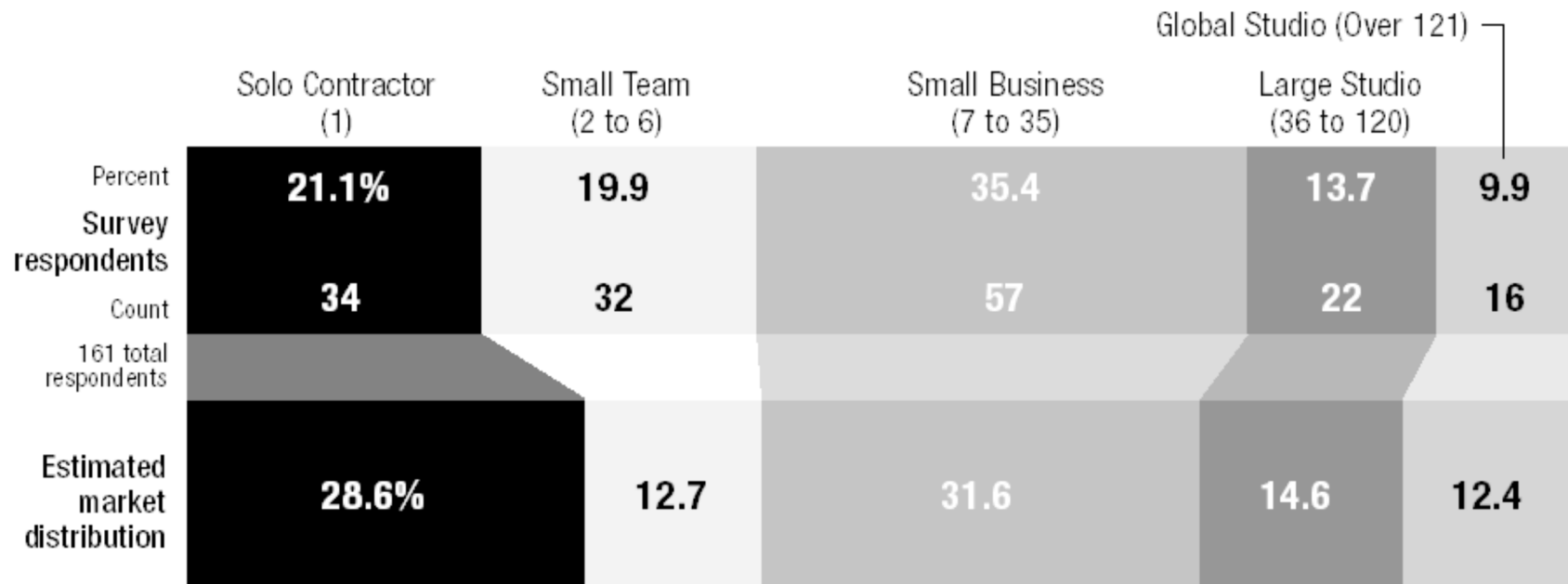
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User Distribution of Survey Sample and Company Type



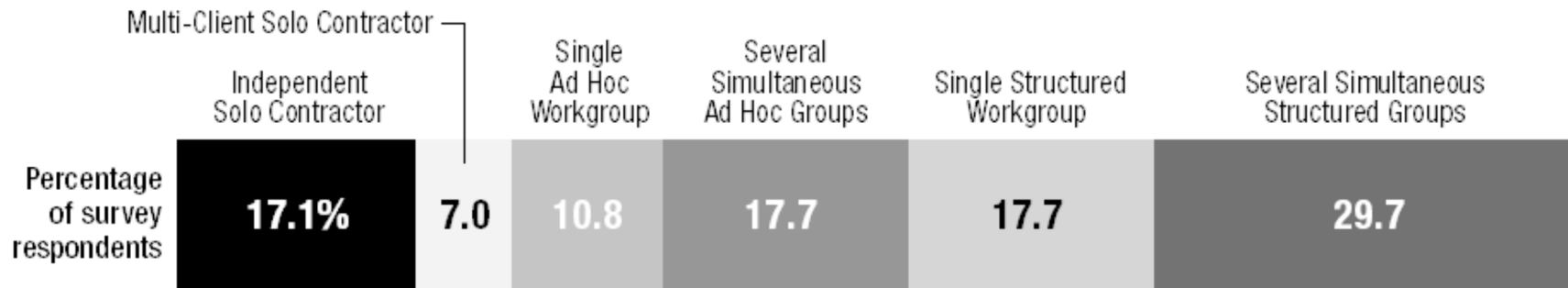
User Distribution of Survey Sample by Company Size



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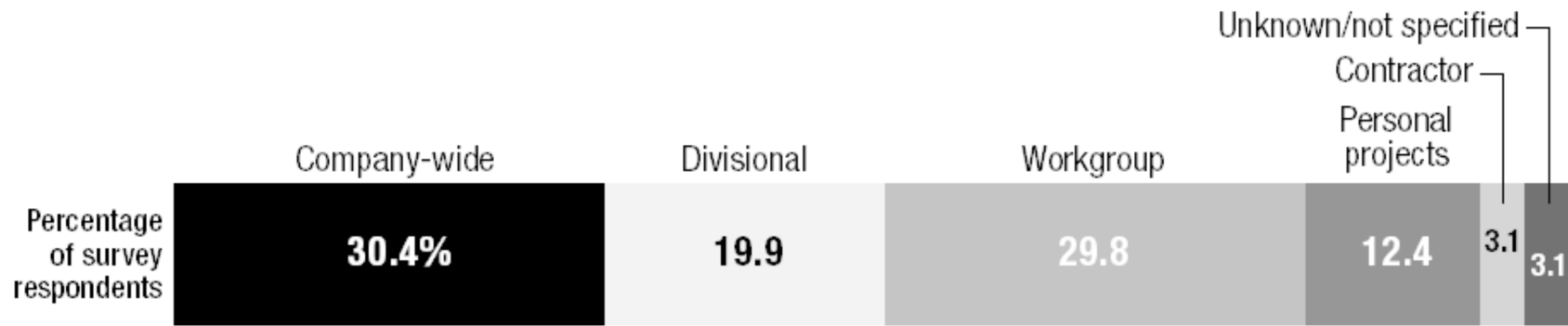


User Distribution of Survey Sample by Workgroup Type



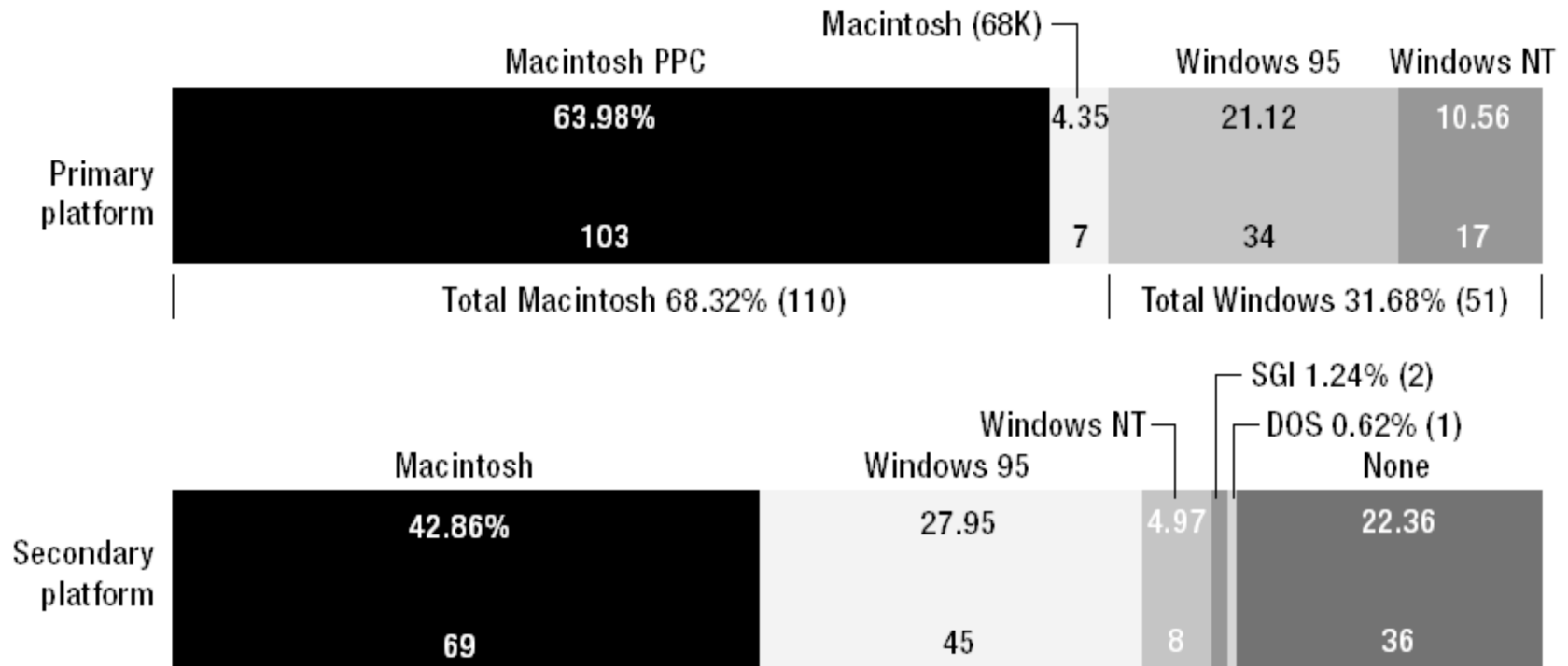
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User Distribution of Survey Sample by Decision-making Responsibility



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Primary and Secondary User Platforms



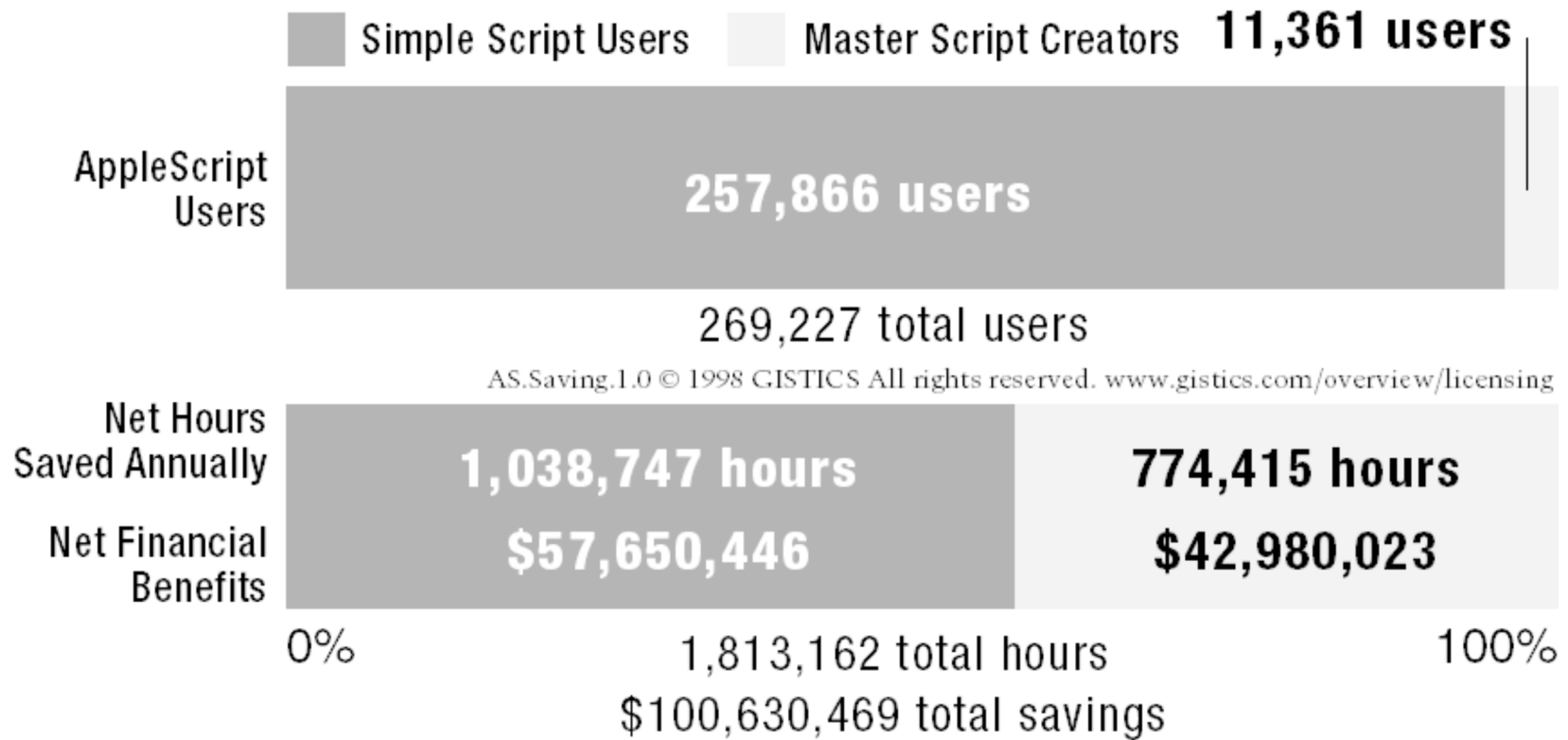
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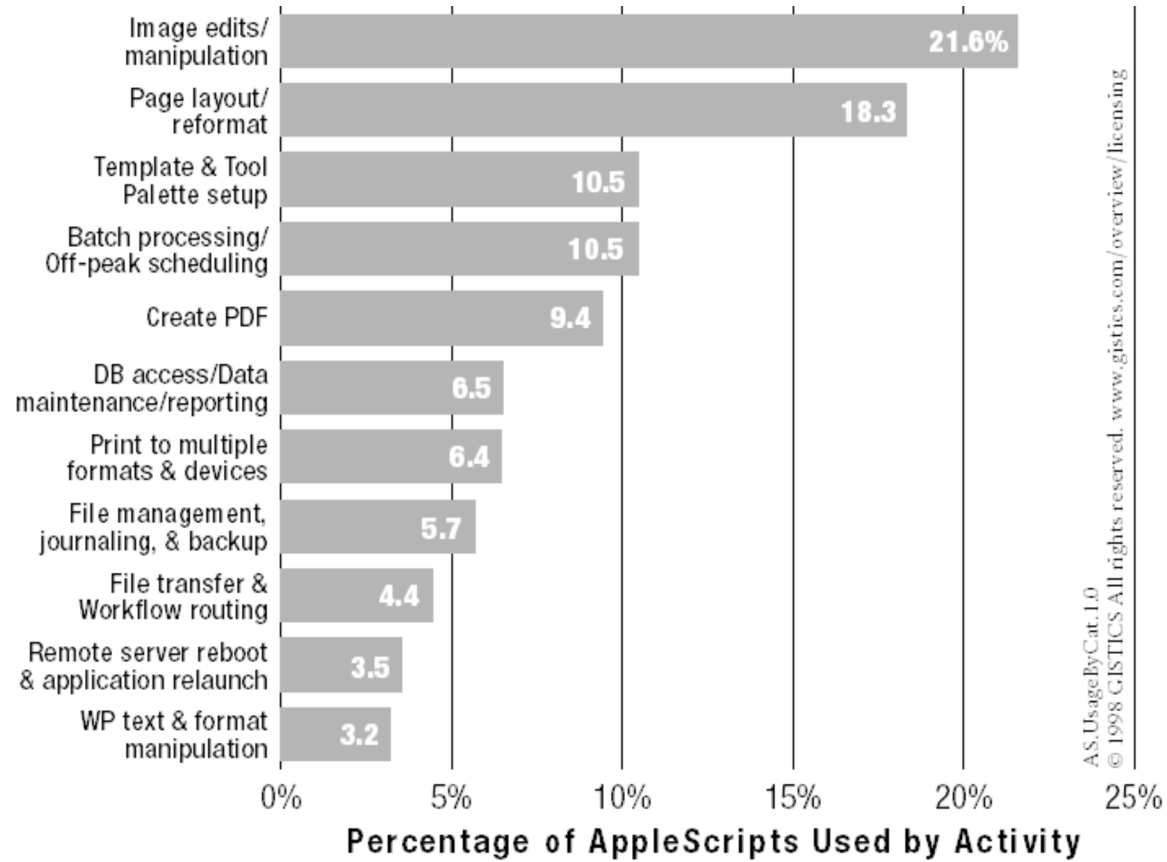
AppleScript



User Body and Summary of AppleScript Benefits



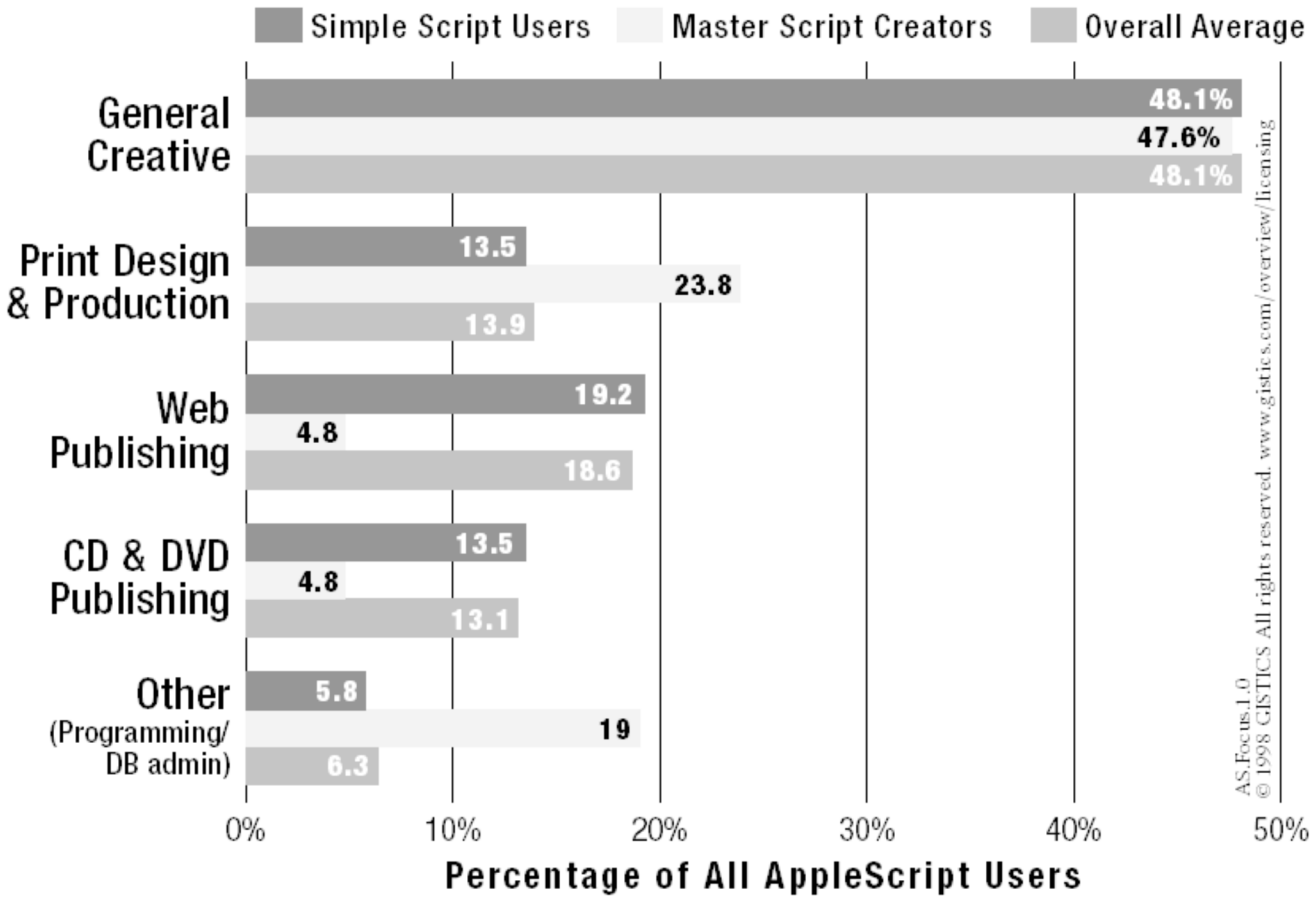
AppleScript User Activities



Return on Investment Summary for AppleScript

	Simple Script Users	Master Script Creators	Overall Average
Average script creation time (minutes)	23.14	247.78	32.62
Number of scripts used per user	55	251	63.27
Number of scripts created by others	36	69	37.39
Number of scripts invoked per week per user	18.45	46.67	19.64
Average script running time (minutes)	1.57	18.14	2.27
Average time savings per scripted process	13.1	87.64	16.25
Net annual productivity benefit per user	\$6,217	\$160,510	\$12,729
Average annual investment per user	\$2,459	\$28,640	\$3,564
Average annual ROI ratio per script	2.53	5.60	3.57
Development cost per script	\$135	\$301	\$142
Annual ROI per script	\$341	\$1,687	\$507

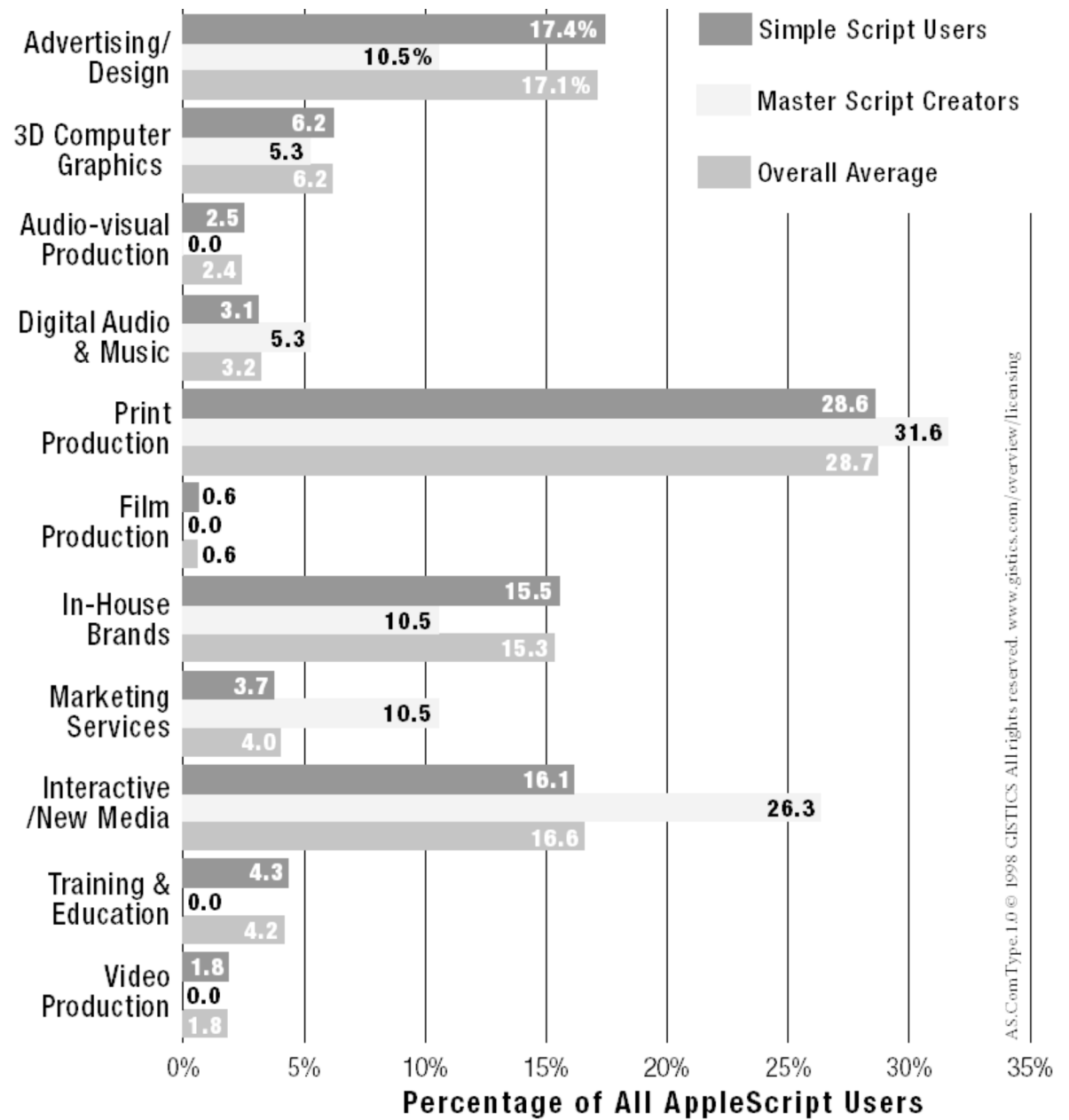
AppleScript Users and Creators by Creative Practice



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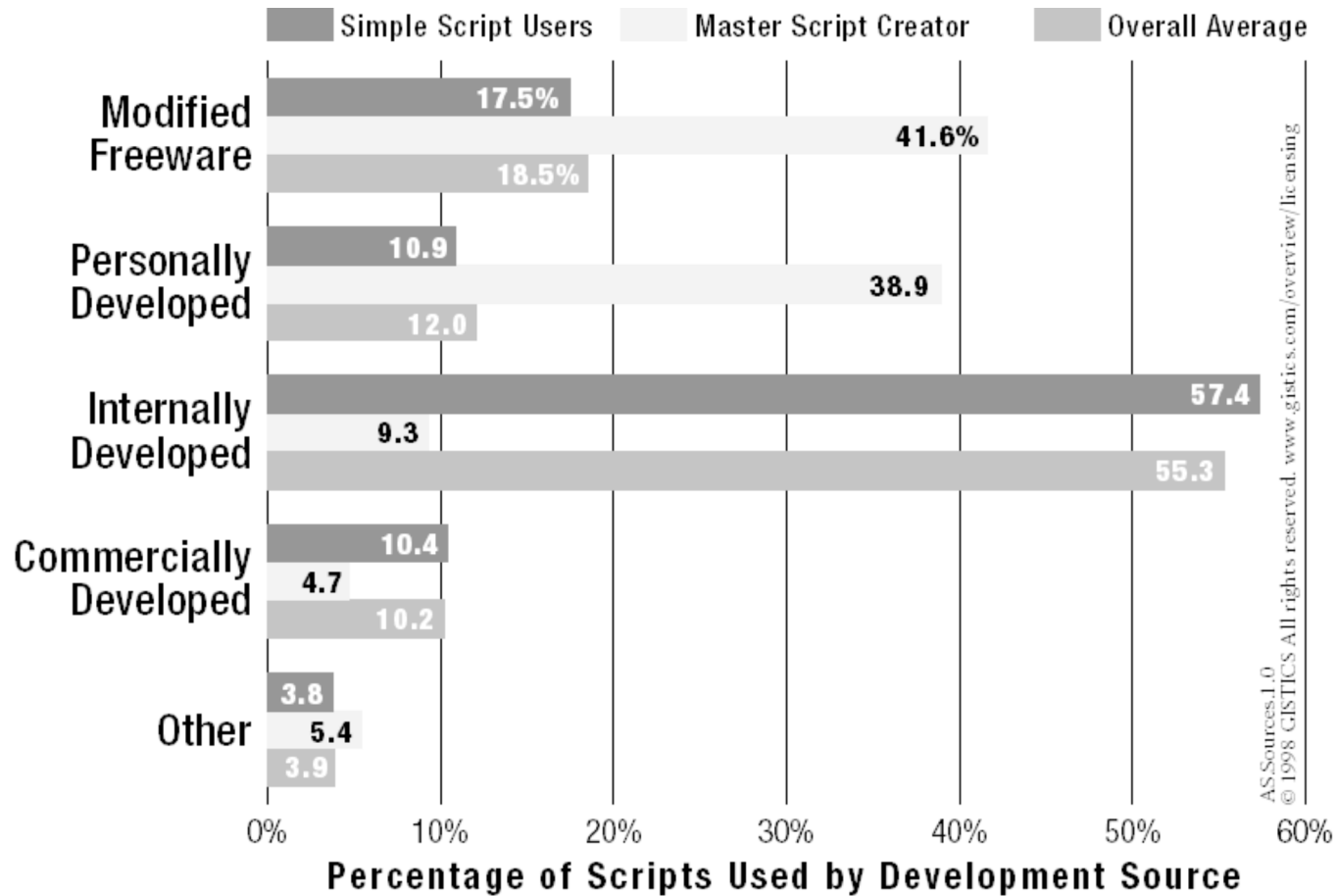


AppleScript User Body by Company Type

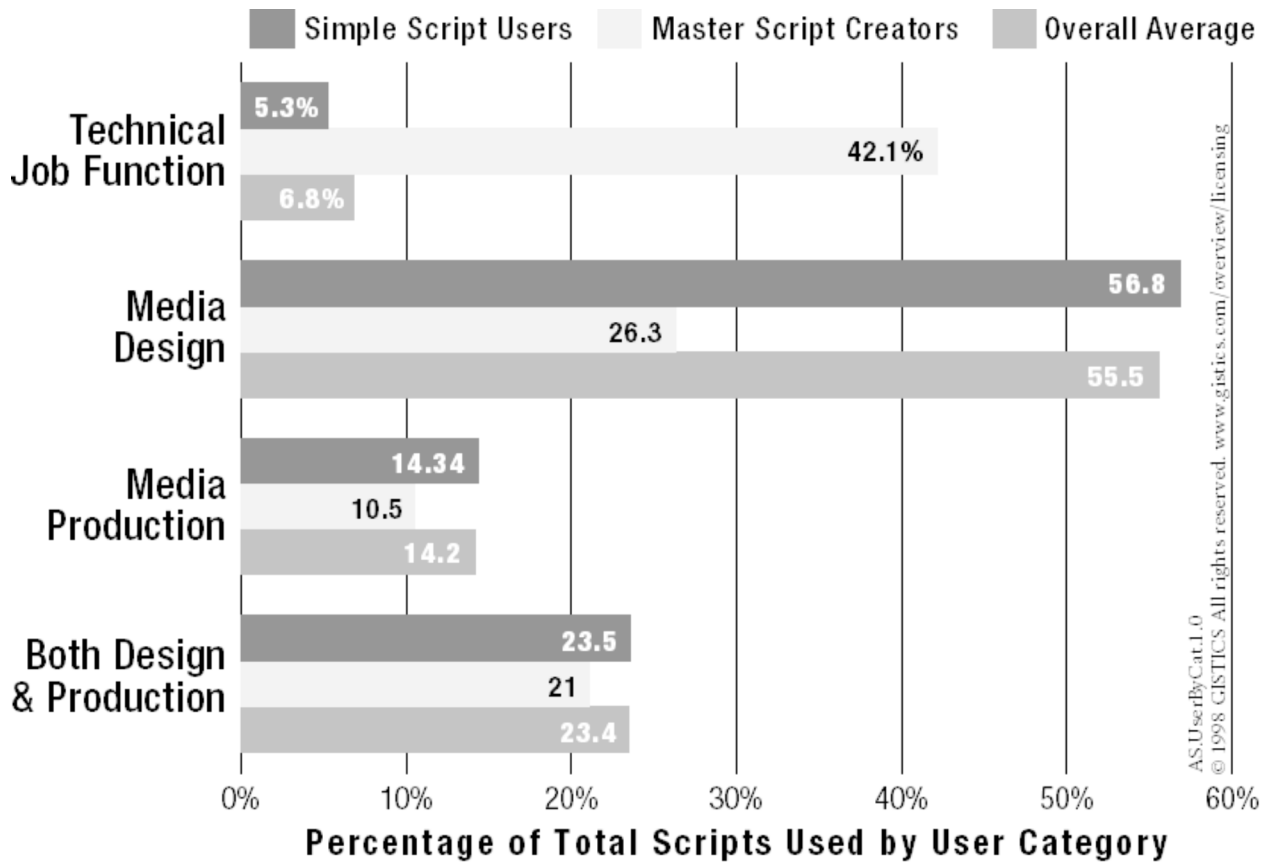


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Development Sources of AppleScripts



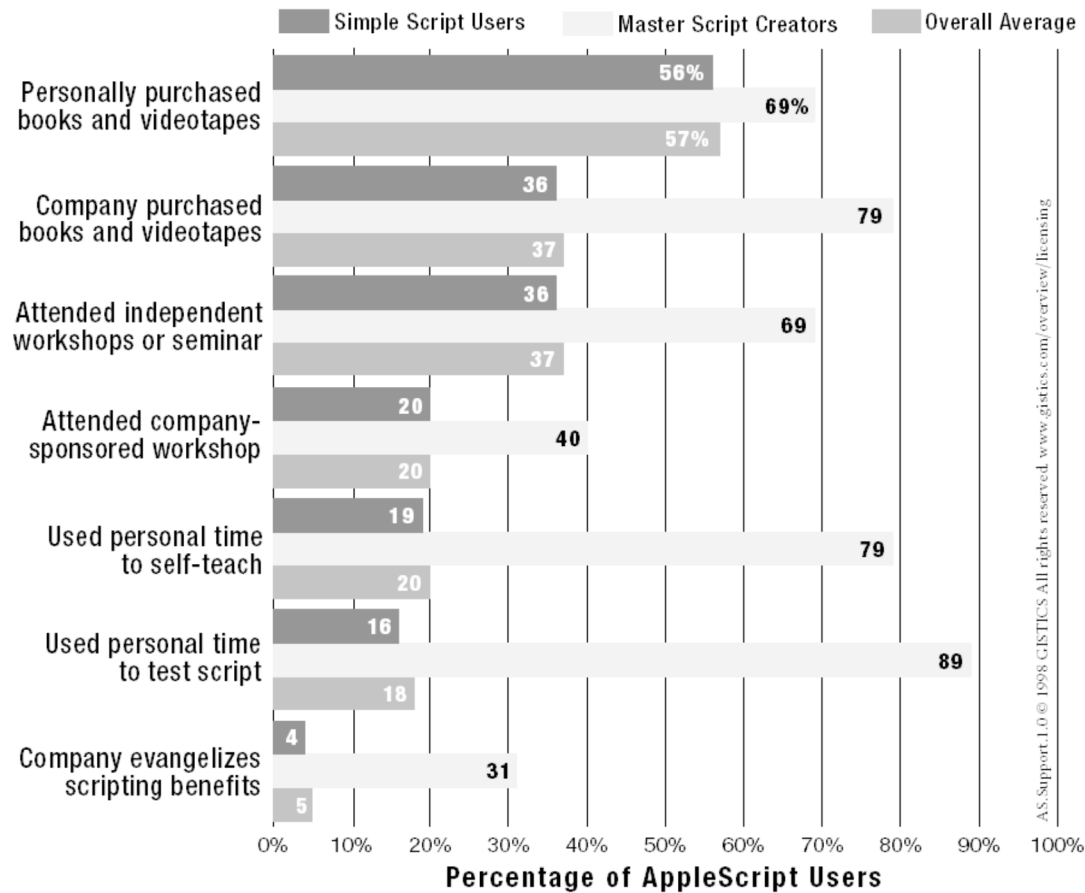
AppleScript Users and Creators by Job Function



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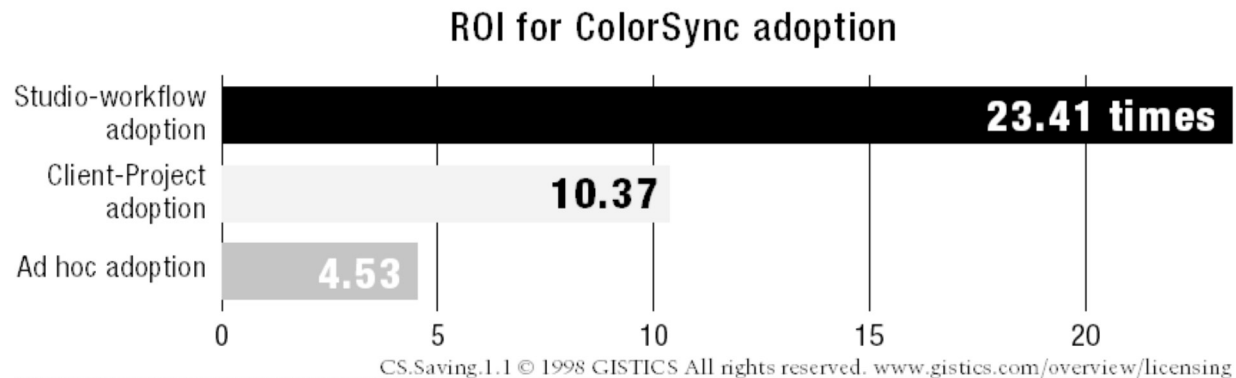
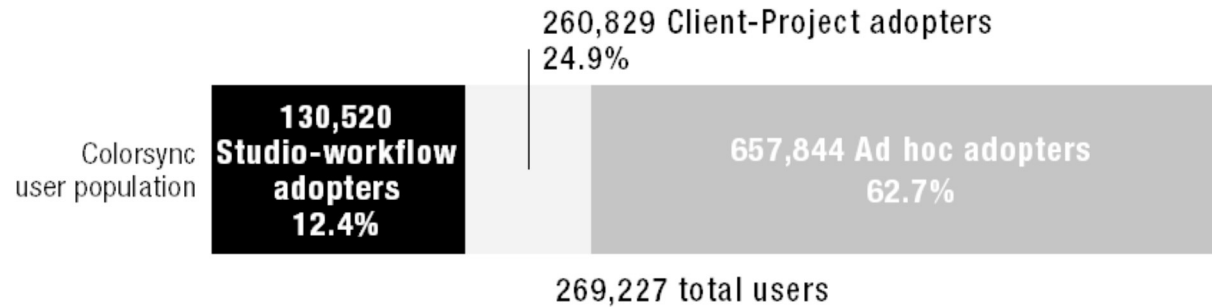
Types of Adoption Support for AppleScript



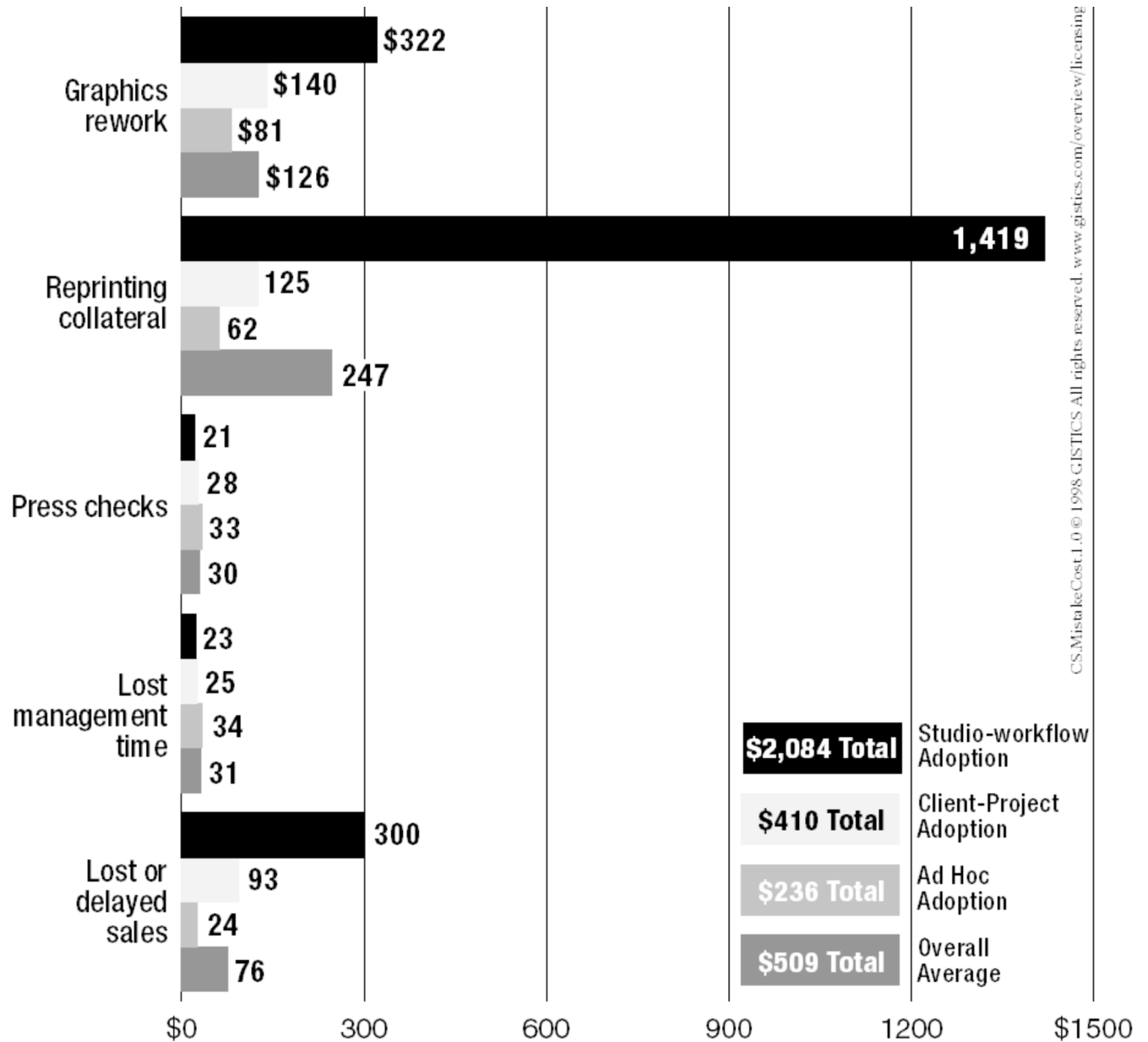
ColorSync



User Body and Summary of ColorSync Benefits



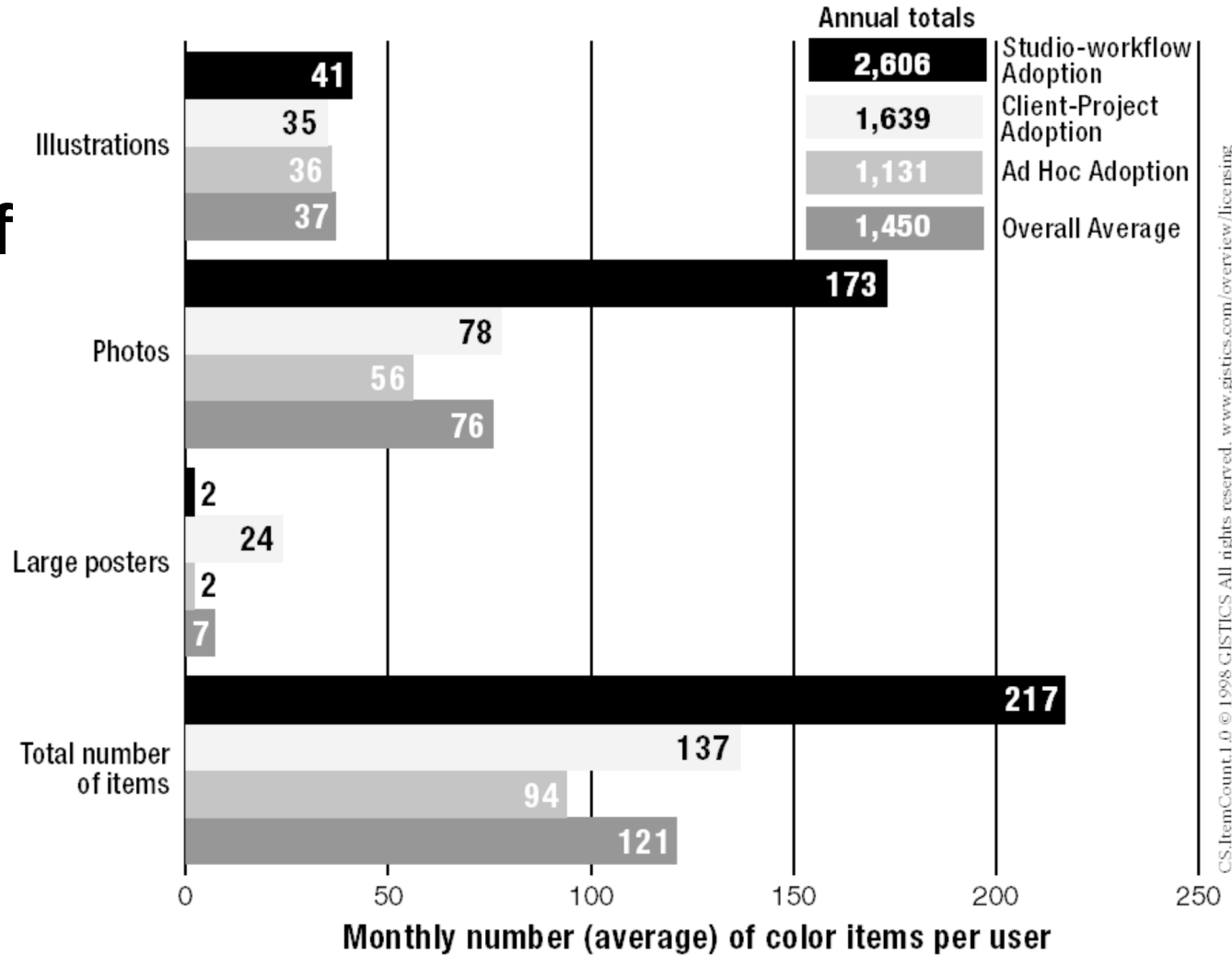
Projected Average Cost per Color Mistake



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Average Monthly Number of Color Items Produced by Each User



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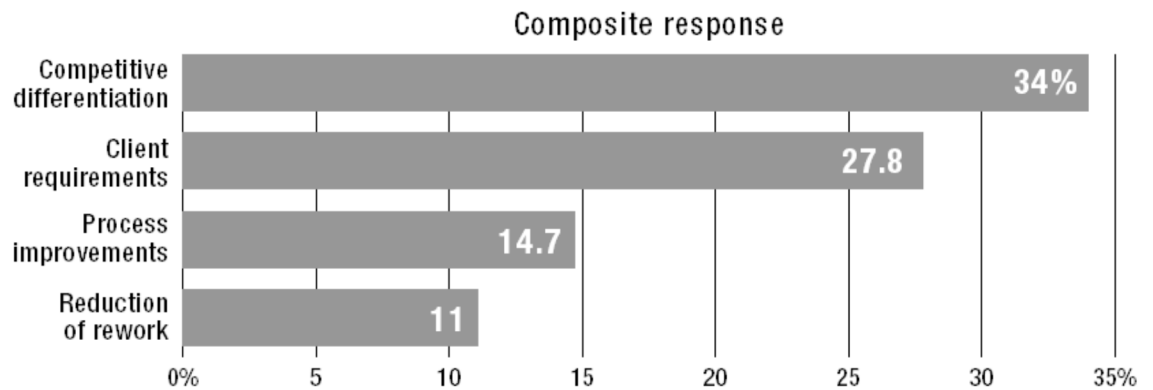
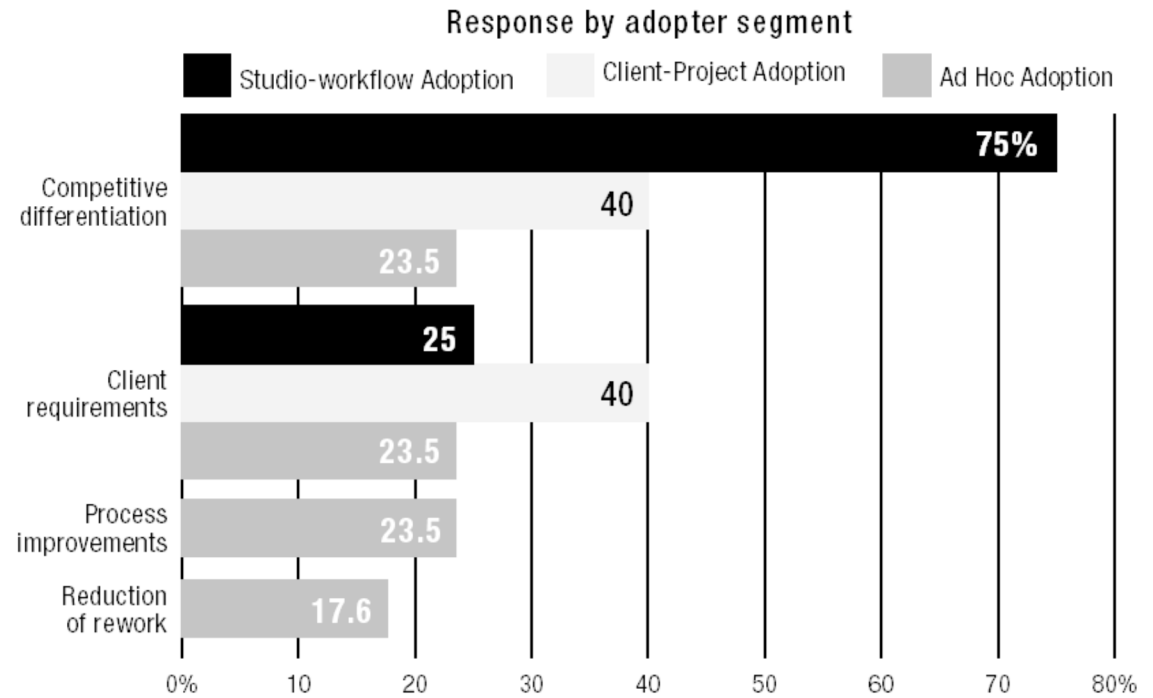


Return on Investment Summary for ColorSync

	Studio-workflow adoption	Client-Project adoption	Ad Hoc adoption	Overall average
Total number of users	130,519	260,829	657,844	
Annual average number of color items	2,606	1,639	1,131	1,441
Annual number of reworks per person	14.32	46.94	89.22	69.39
Annual number of reworks averted per person	125.10	108.48	48.05	72.66
Actual rework rate	0.55%	2.86%	7.89%	5.72%
Cost per rework	\$989	\$622	\$569	\$635
Annual total rework cost	\$14,165	\$29,204	\$50,770	\$40,855
Lost opportunity cost per problem	\$2,540	\$1,190	\$1,053	\$1,272
Annual cost of lost opportunities	\$36,368	\$55,858	\$93,949	\$77,316
Soft investments (labor)	\$9,306	\$9,869	\$3,459	\$5,780
Direct investments	\$3,988	\$2,623	\$2,120	\$2,478
Total investment per person	\$13,295	\$12,493	\$5,579	\$8,258
Benefit per averted rework	\$2,488	\$1,194	\$526	\$936
Annual net benefits	\$311,233	\$129,550	\$25,275	\$86,771
Annual Return on Investment	23.41	10.37	4.53	8.33



Primary Business Motivations for ColorSync Adoption

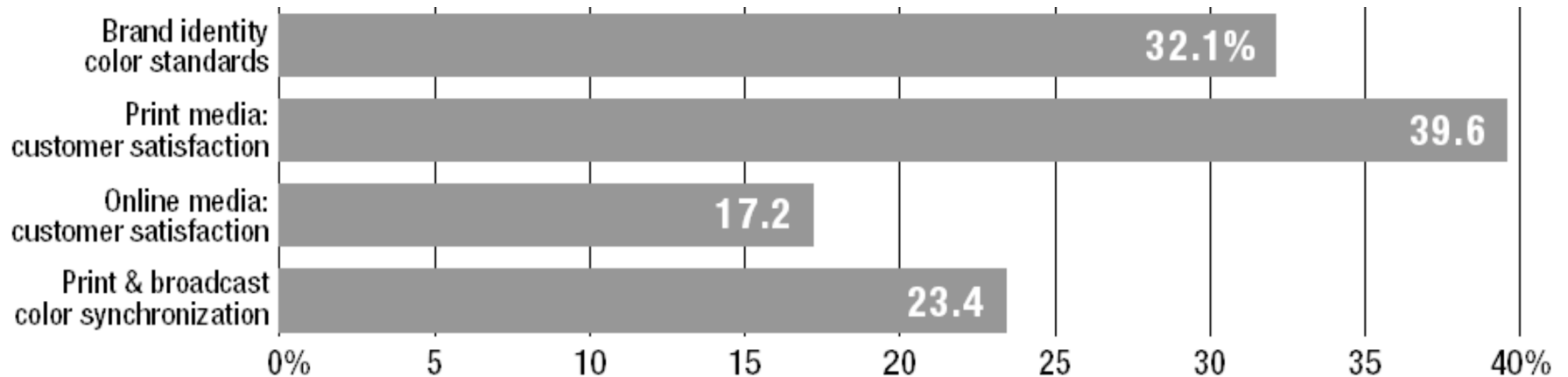


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Primary business motivation for ColorSync adoption
Percent responding



Primary Justifications for ColorSync Adoption



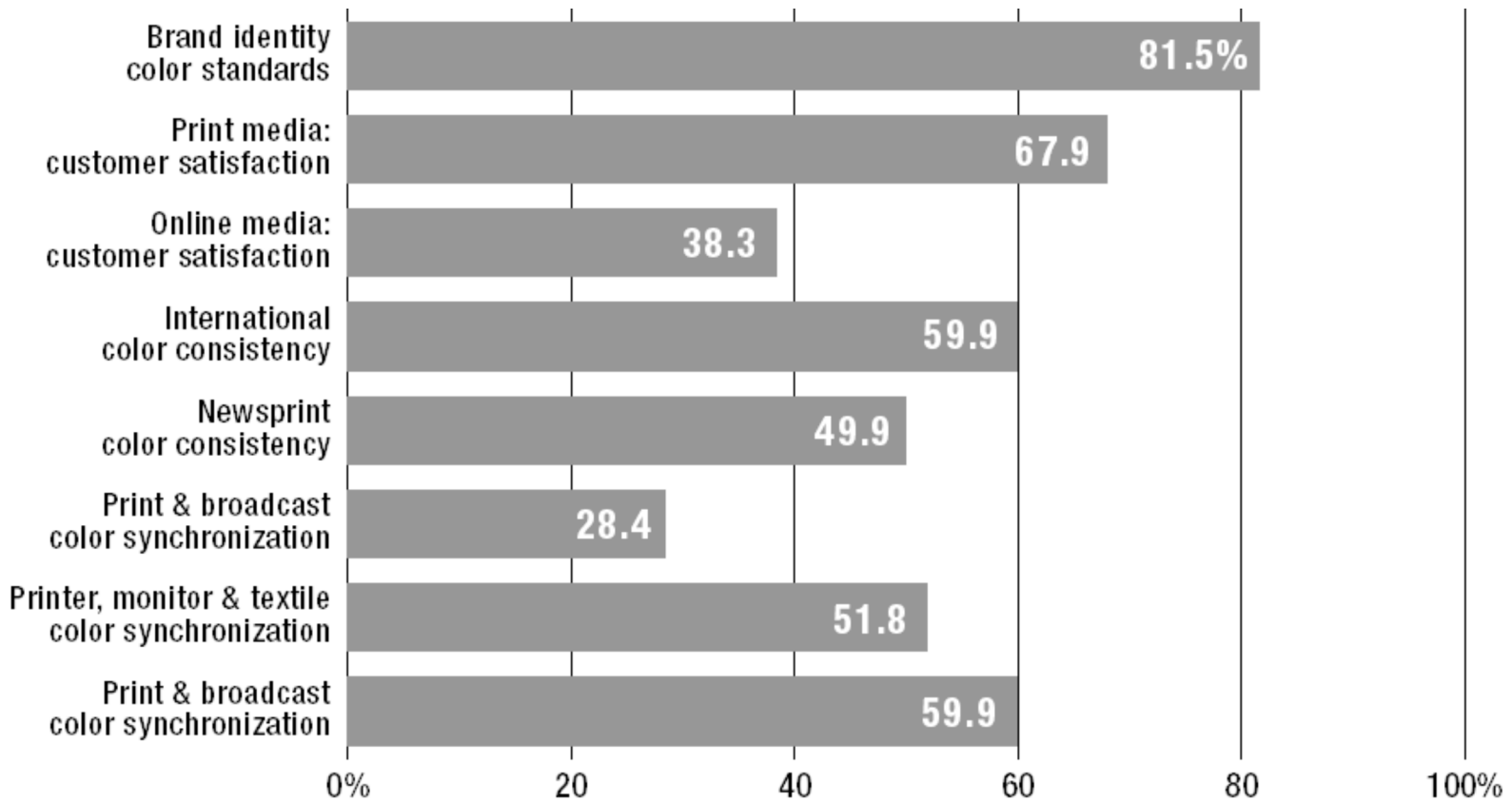
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Primary justifications for ColorSync adoption

Percent responding



Secondary Justifications for ColorSync Adoption

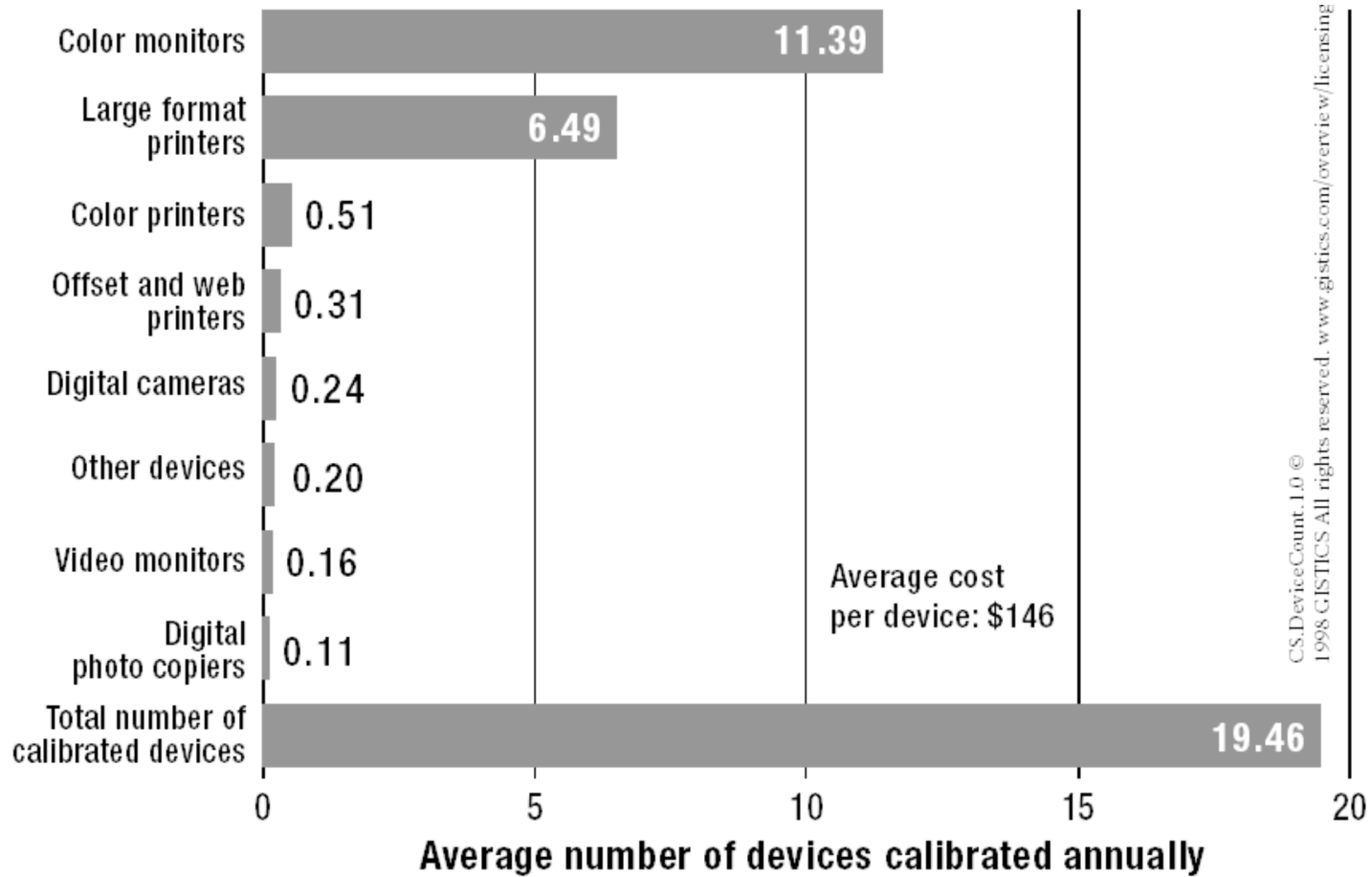


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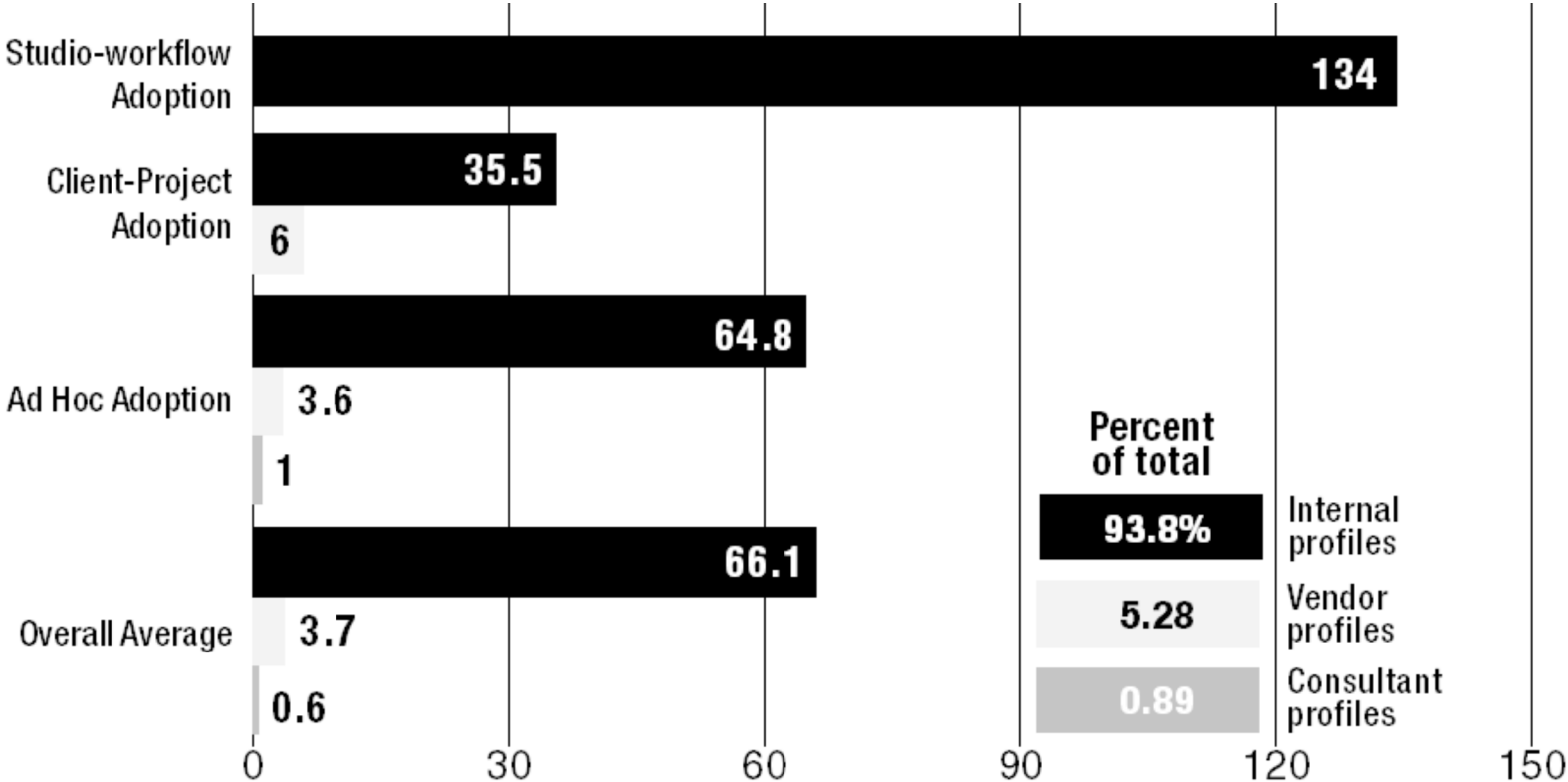
Secondary justifications for ColorSync adoption
Percent responding



Number of Devices Calibrated



Source of Color Profiles Used, by Group



Percent of total

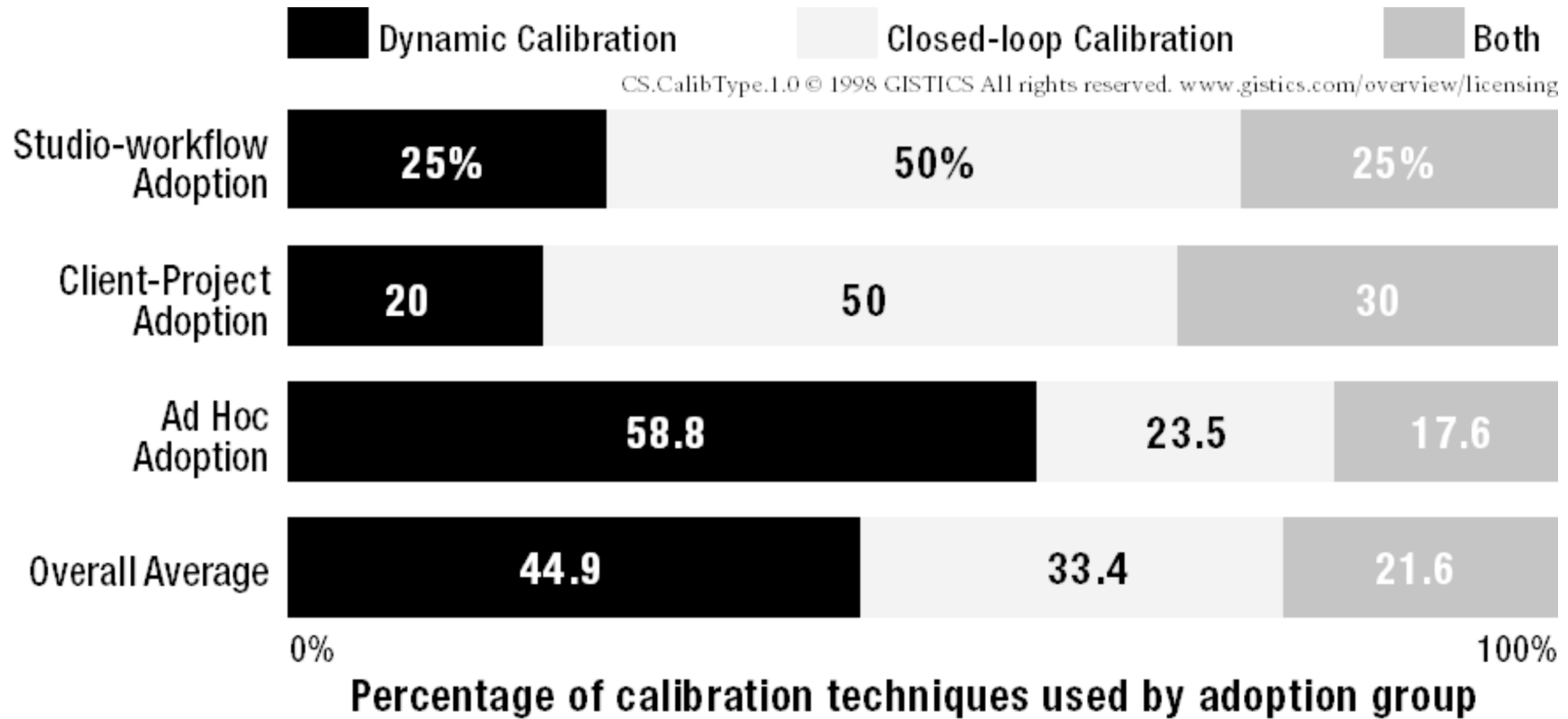
- 93.8%** Internal profiles
- 5.28%** Vendor profiles
- 0.89%** Consultant profiles

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Number (average) of color profiles



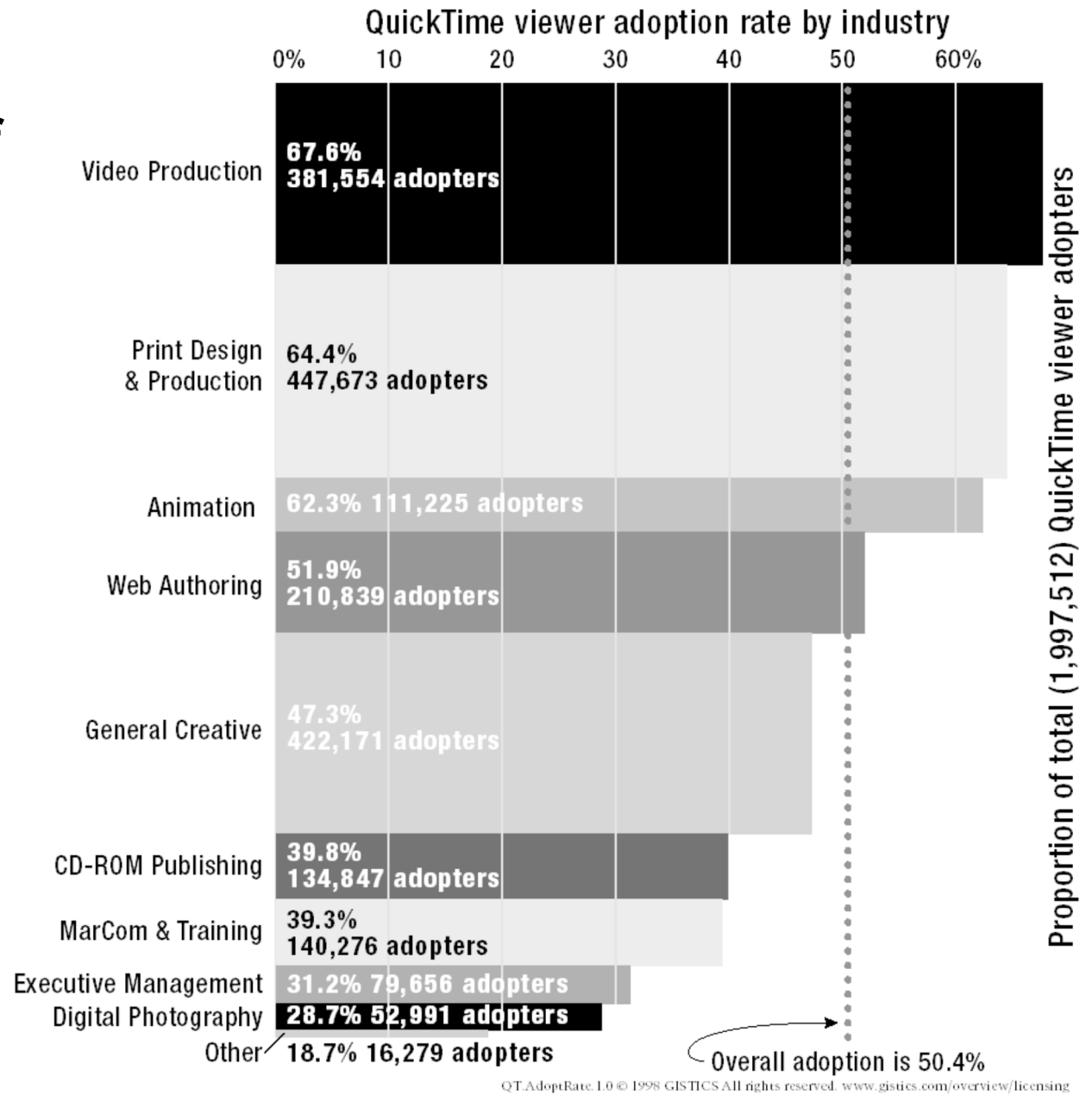
Calibration Techniques Implemented



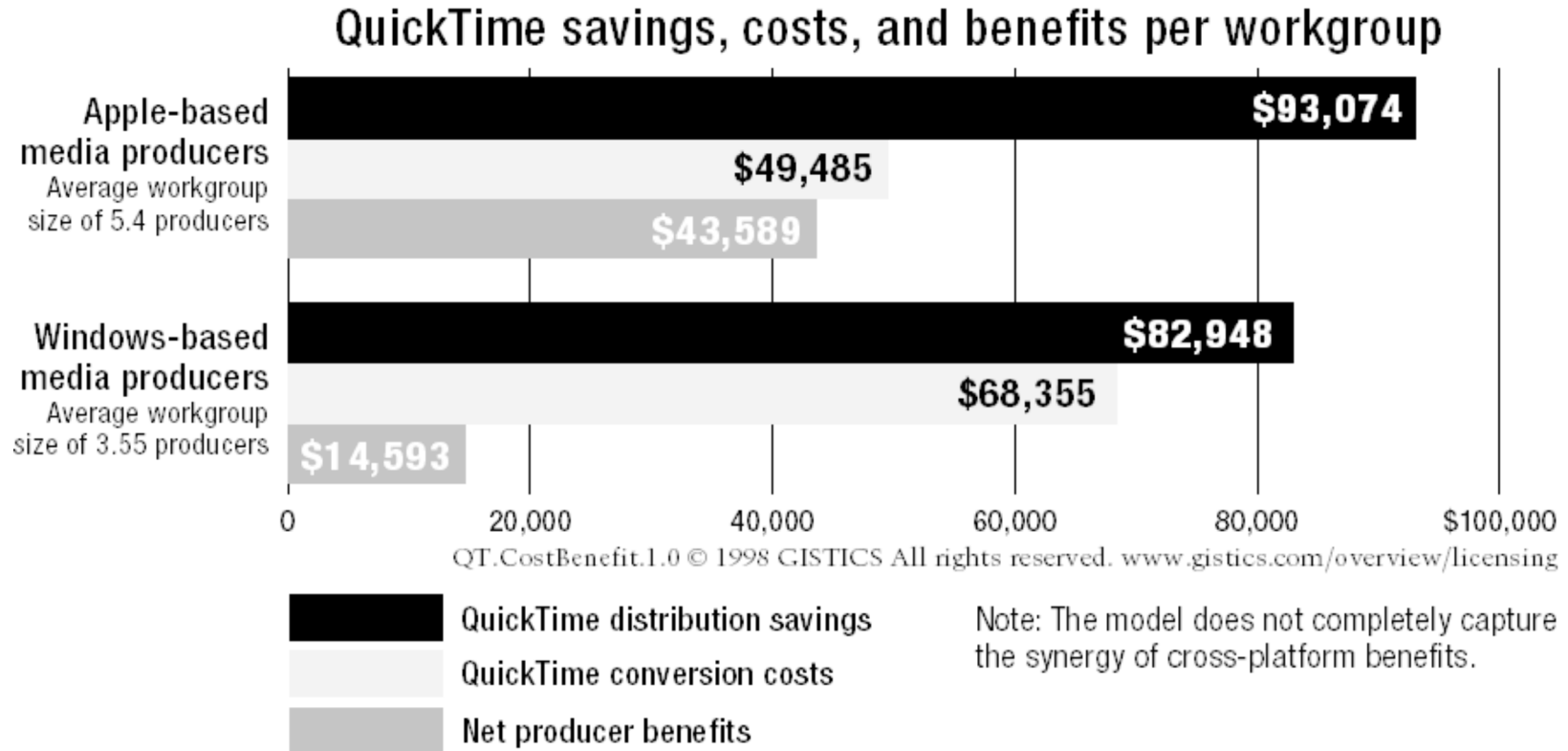
QuickTime



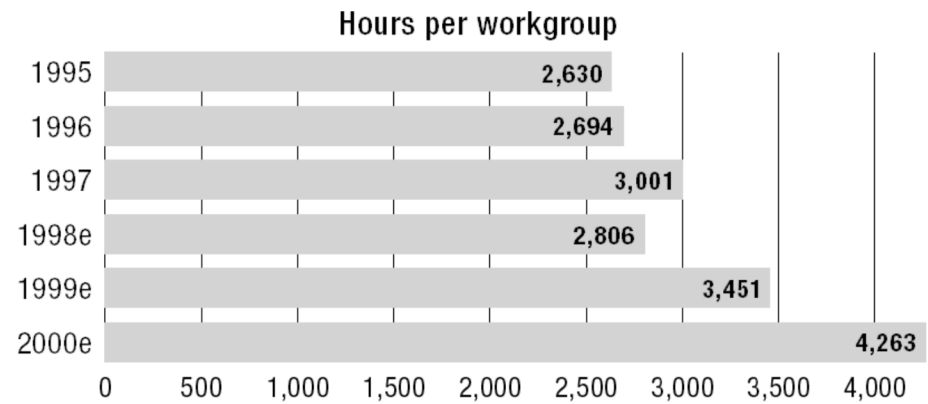
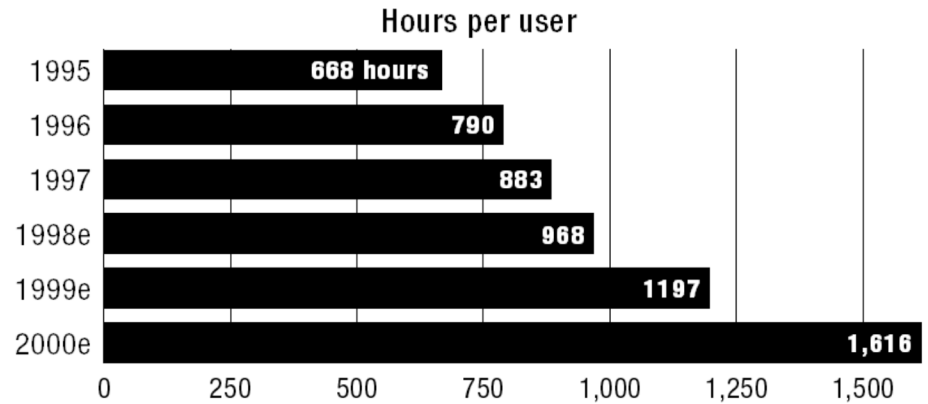
User Body & Summary of QuickTime Benefits



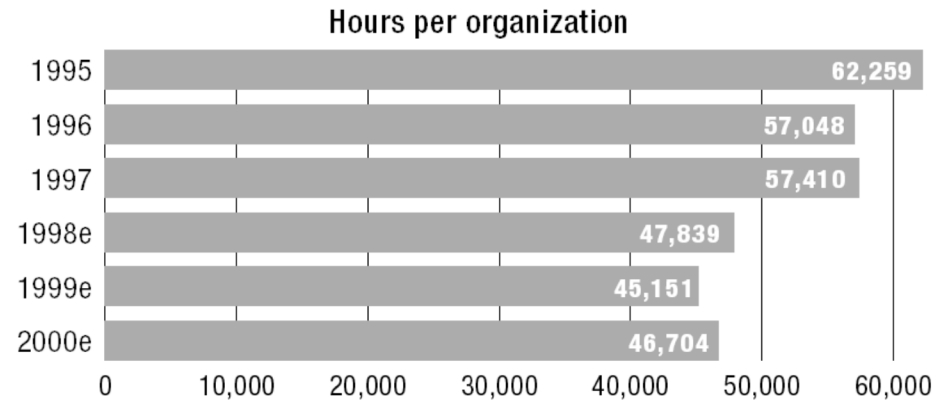
Workgroup ROI by User Platform



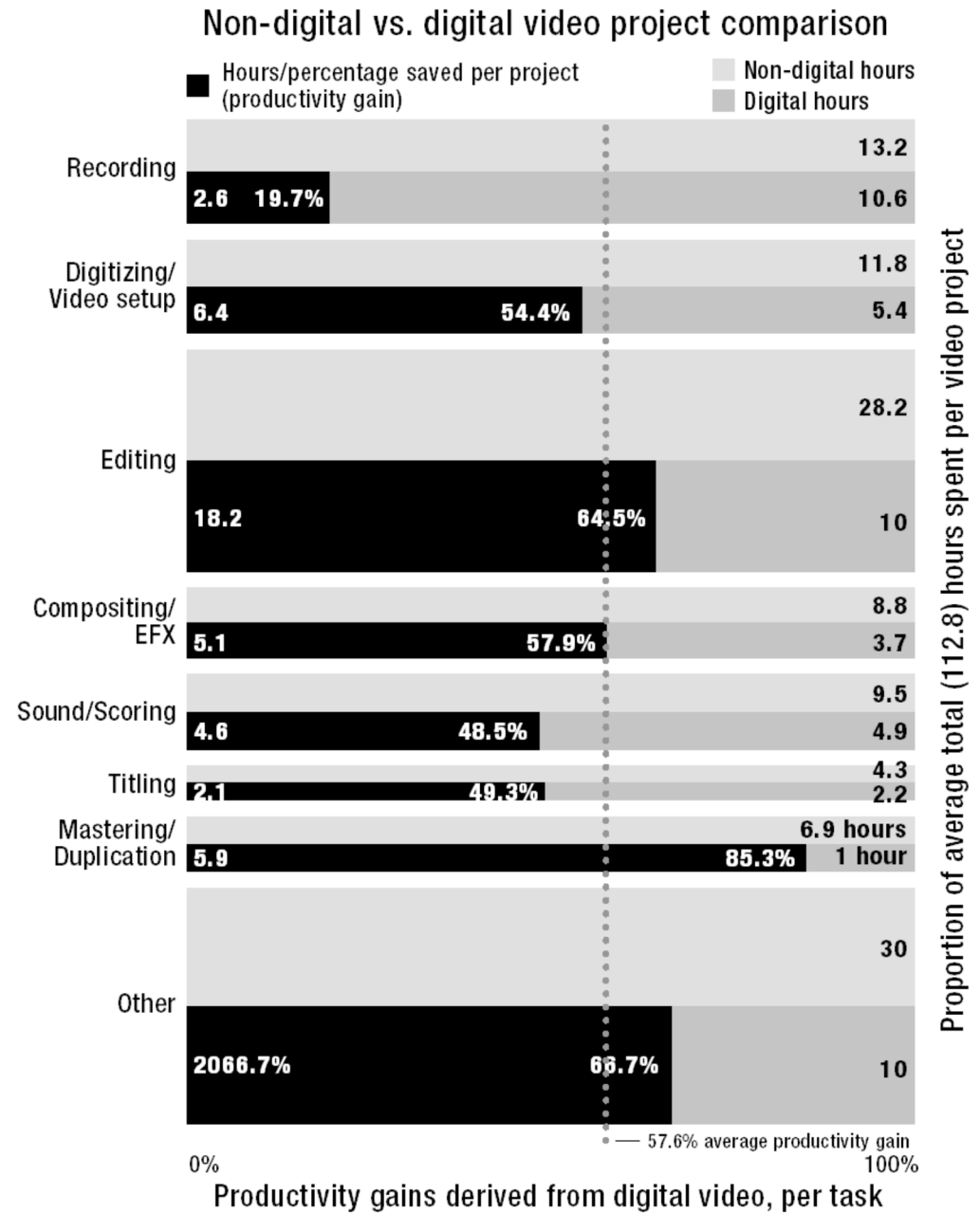
Number of Hours Spent in Digital Video Production by User, Work Group, and Firm



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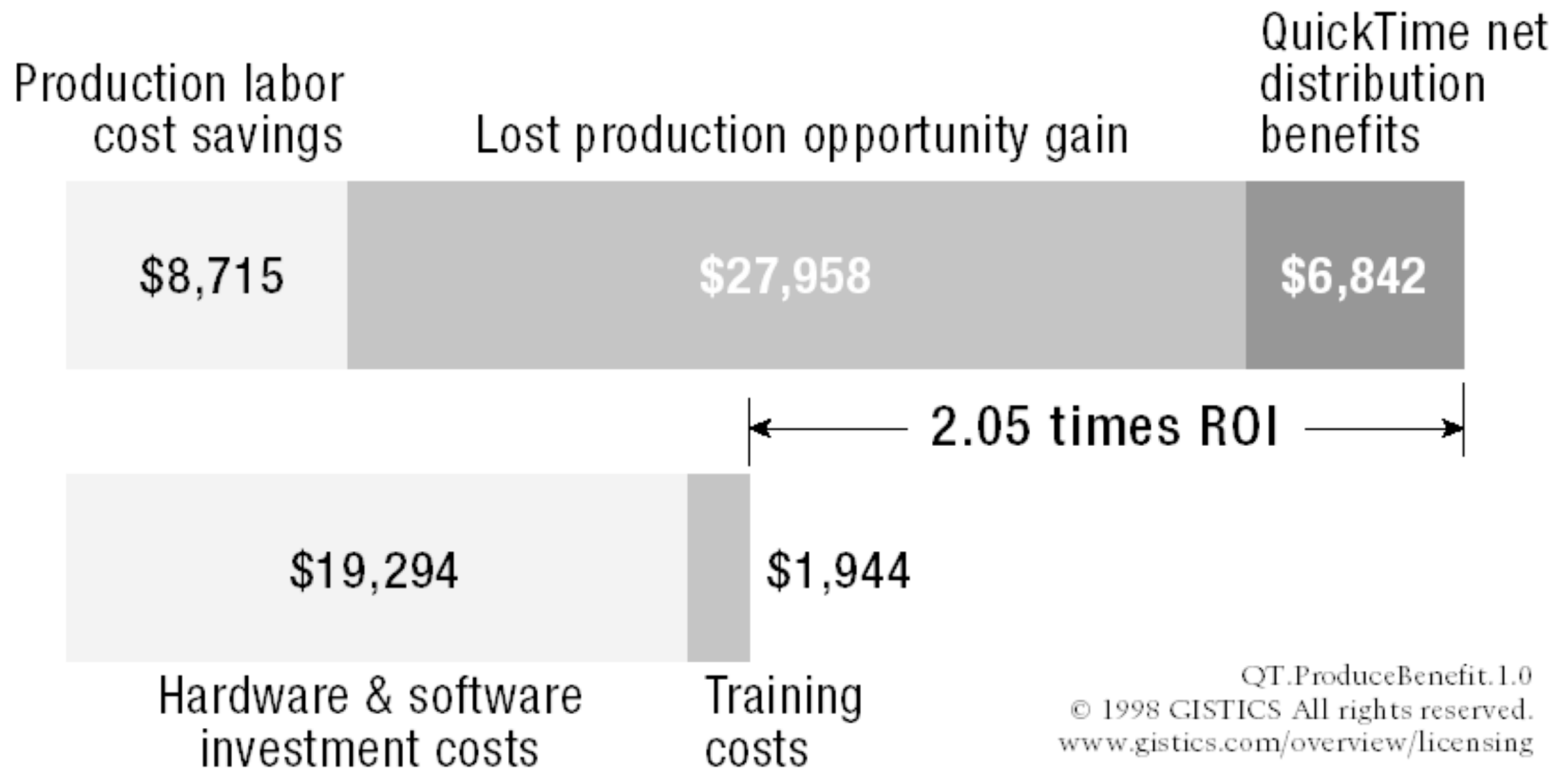


Video Producer Activity Profile



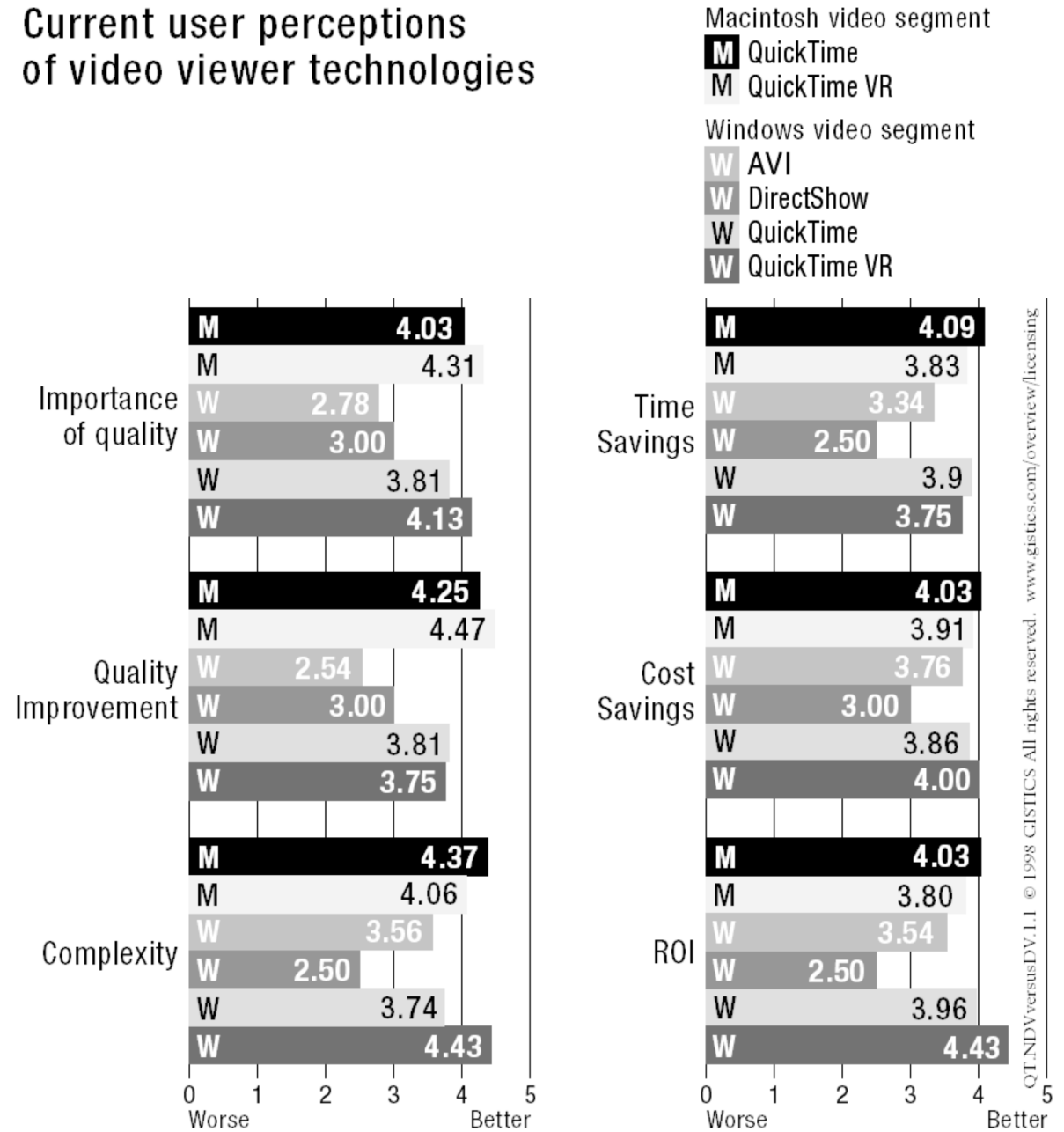
Business Case Summary

ROI for digital video production per producer



Digital Video User Scorecard by Platform Segment

Current user perceptions of video viewer technologies



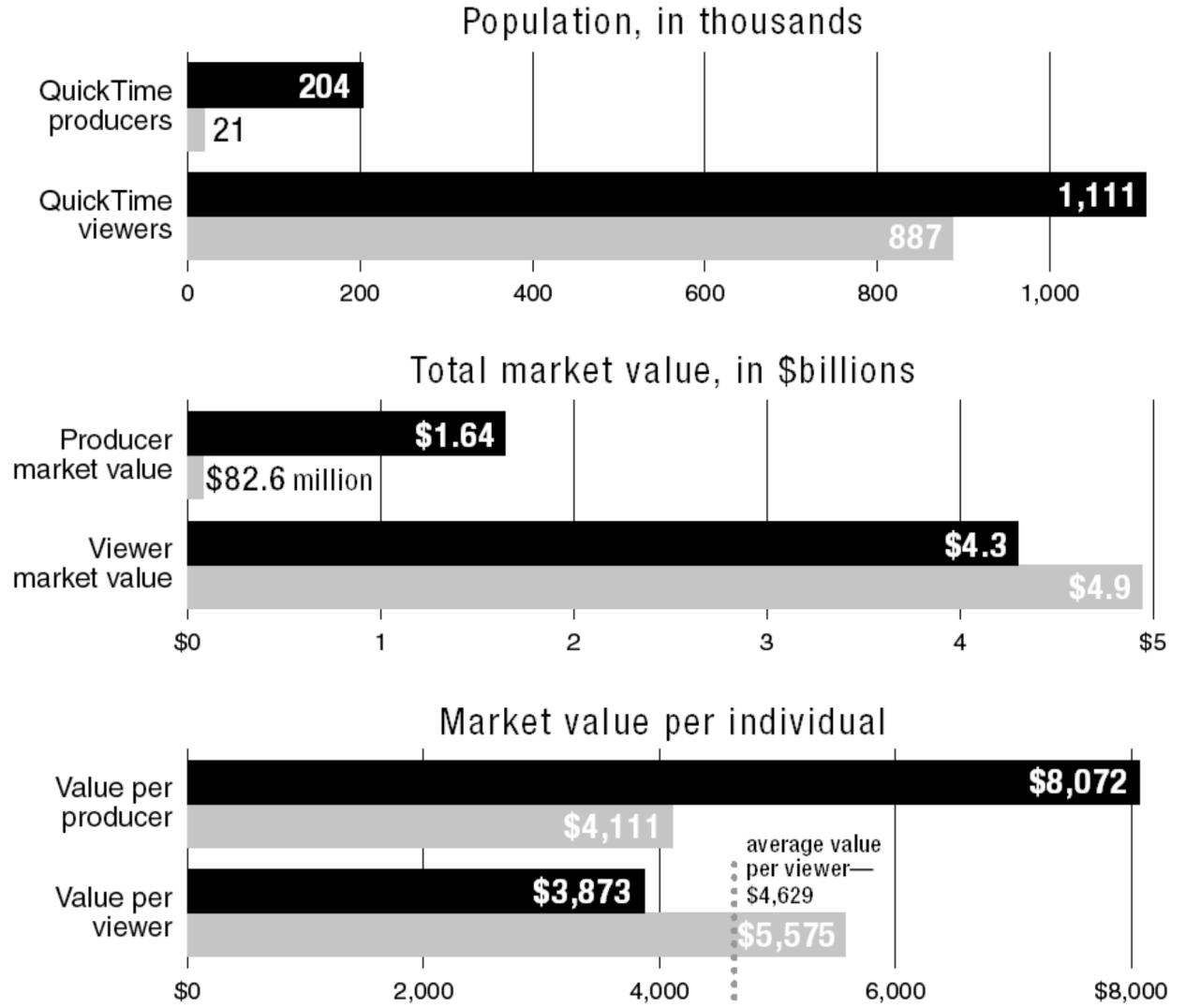
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Digital Video User Population & Market Revenues

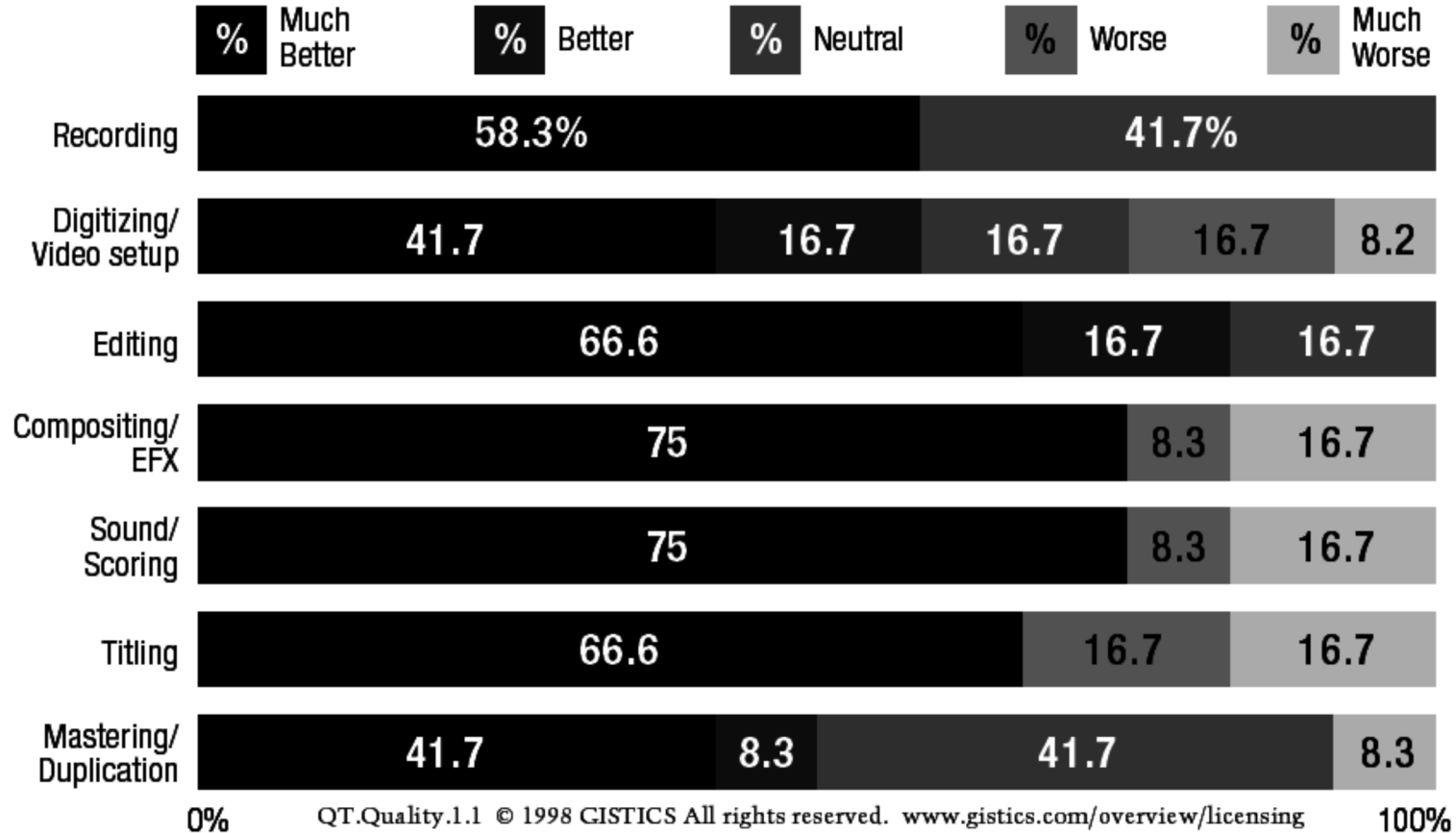
Digital video market population and revenues

Apple Media Market
 Windows Media Market

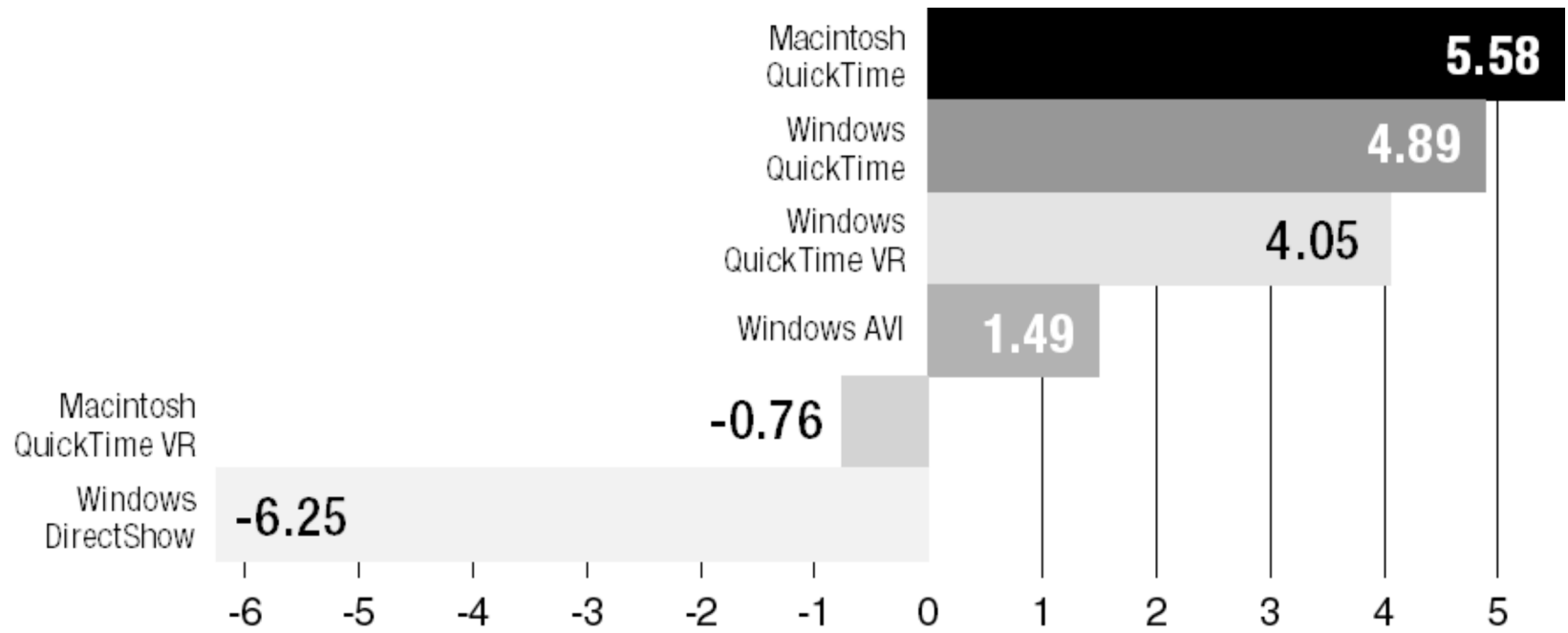
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Digital Video Scorecard by Producer Activity



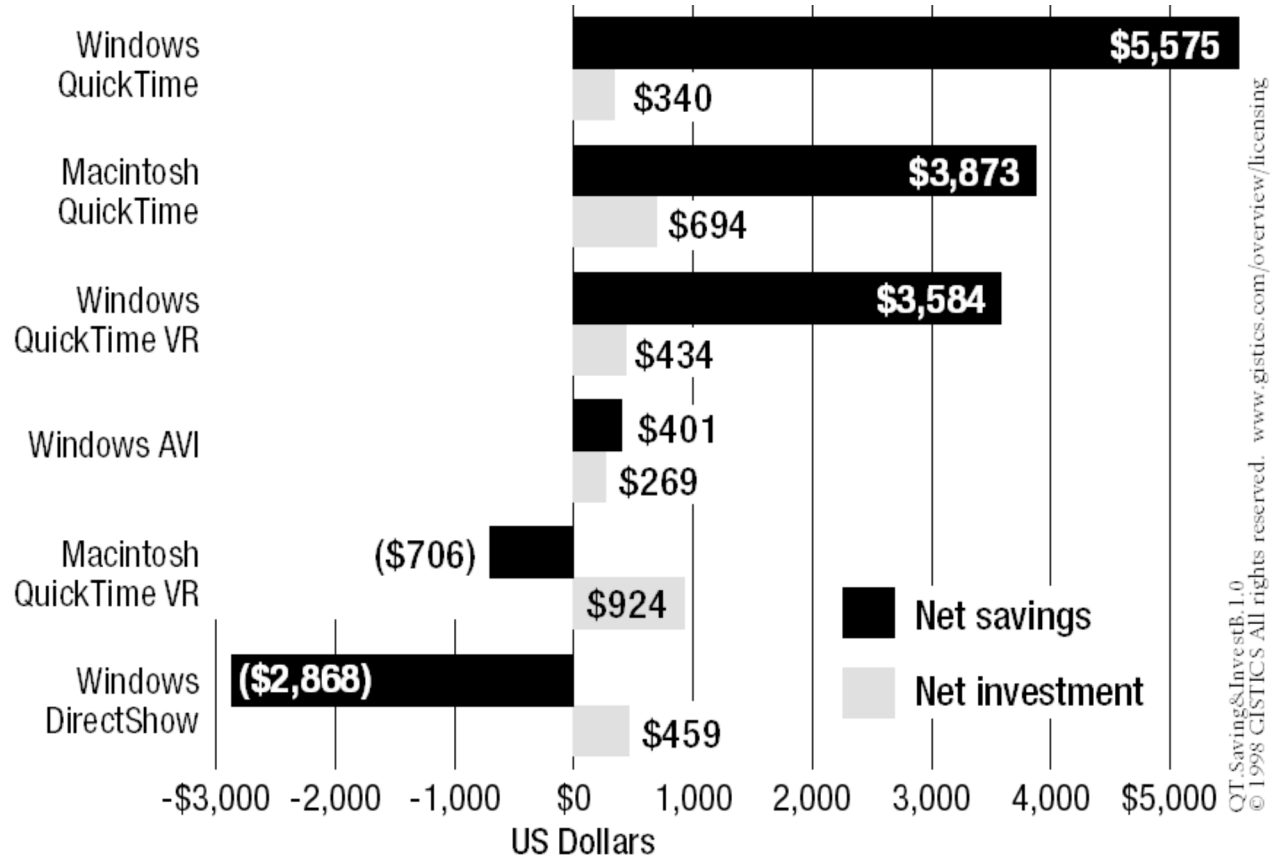
ROI for Digital Video



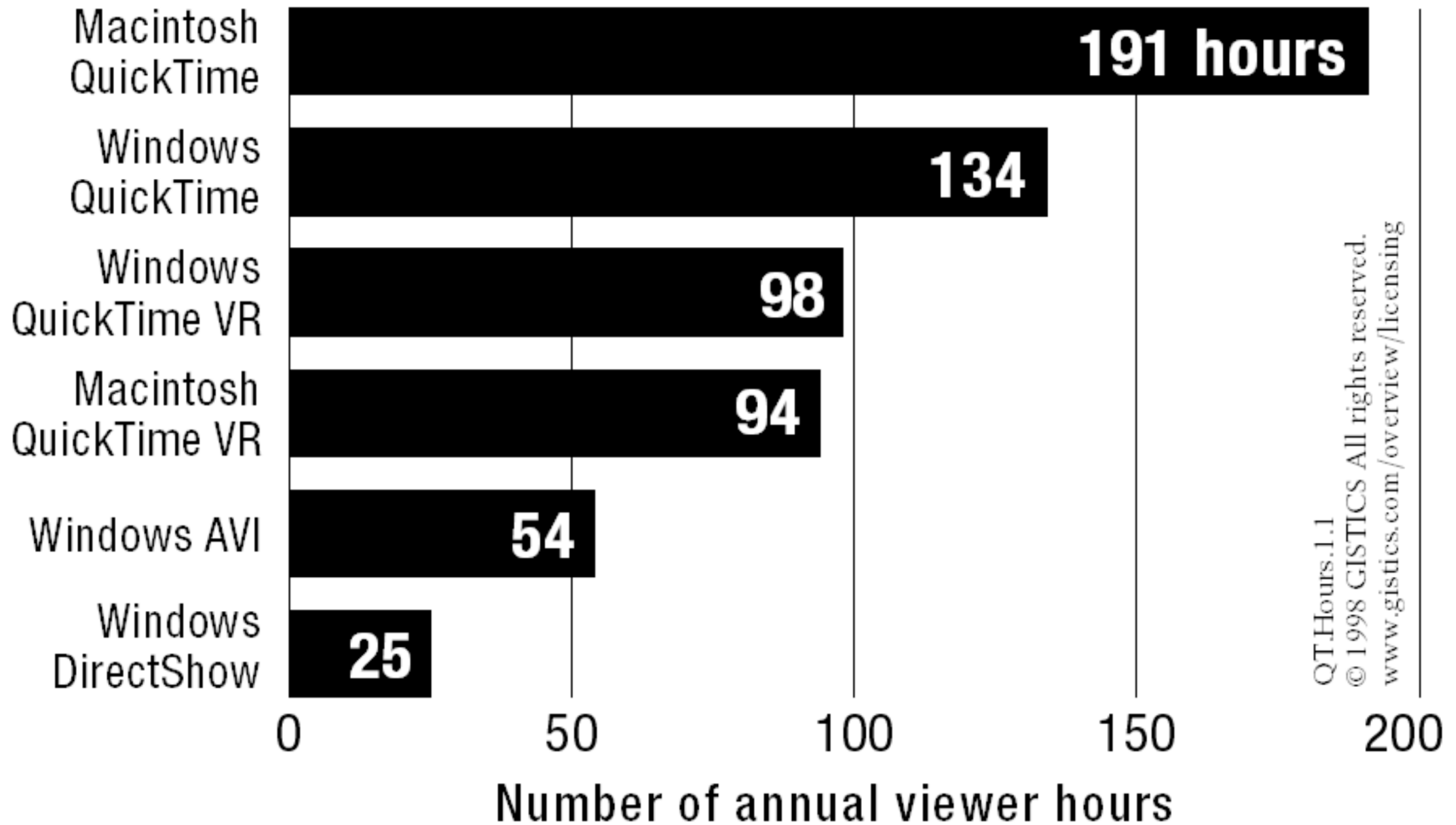
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Business Case Calculation for Digital Video Use



Annual Usage of Digital Video Viewers



Digital Video Adoption by Individual and Company

