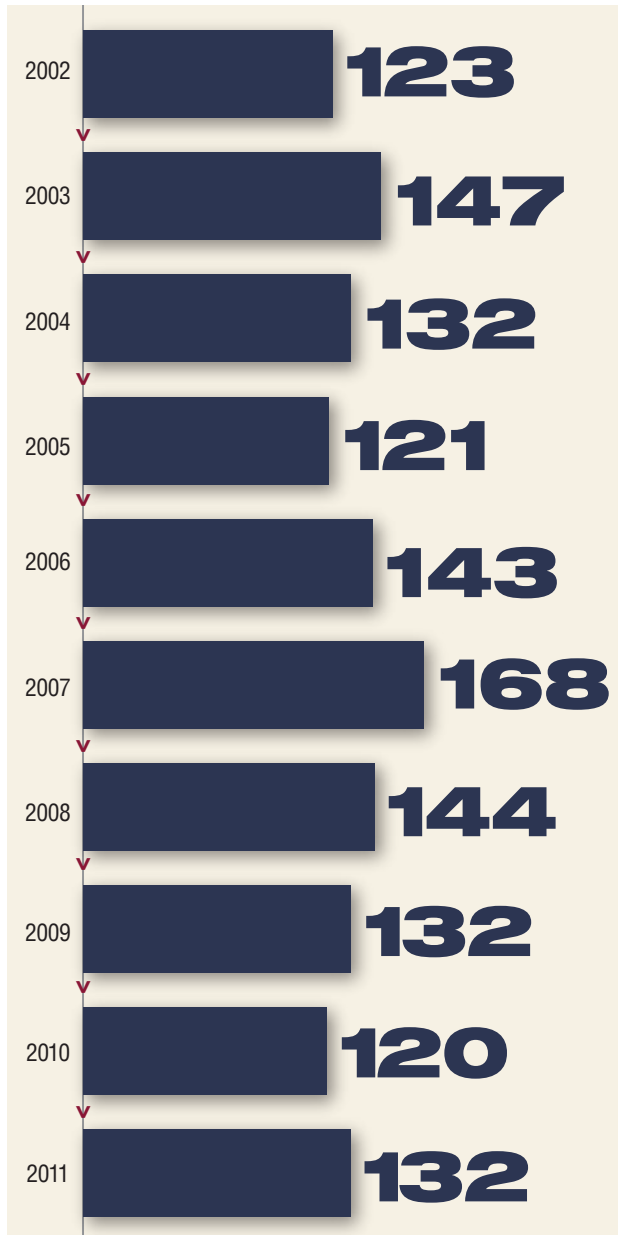


Average Number of Video Surveillance Installations



The average number of video surveillance installations per dealer/integrator ended a four-year pattern of decline that began with an all-time high in 2007. Companies are averaging a dozen more projects on an annual basis, bring the business back in line with where it was in 2009. The averages according to company size are 216 for large, and 84 for both midsize and small operators. Large companies actually experienced a decrease in this business of 36 projects. On average, 54 percent of these jobs are new installations as opposed to upgrades.

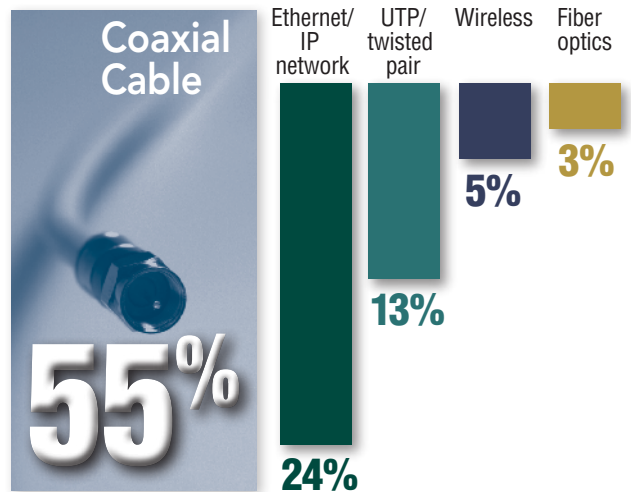
Video Surveillance Installation Profile



Average System Price
\$11,250

Both the average number of cameras per installation and average price charged per camera declined. The former dipped by one and the latter sank \$2,030, or about 15 percent. This is consistent with integrators reporting lower profit margins. Absorbing an especially big hit, however, were large companies with a shortfall of close to \$10,000 per video surveillance project. Smaller providers actually encountered a slight improvement of \$56 per job.

Most Popular Video Surveillance Transmission Methods



Although coaxial cable continues to dominate it has lost 17 percentage points since 2007 (2 in 2011). Ethernet/IP network cabling was the category exhibiting the strongest growth, with a significant 5-point ascent. Wireless gained 2 points, which works out to a 40-percent rise. UTP suffered the biggest blow with a deficit of 4 points. Fiber fell 1 point.

VIDEO SURVEILLANCE Fast Facts

- Companies report average gross **profit margins of 37 percent** on video surveillance installations.
- **15 percent** of installing security firms' video surveillance projects include **video analytics**.
- Average growth in networked **IP-addressable** camera installations was **23 percent**.
- **21 percent** of video surveillance installations include **HDcctv** equipment.
- Hosted or **cloud-based** video services now offered by **27 percent** of contractors.
- Installing contractors took in **20 percent** of their revenues from video surveillance systems in 2011.
- In installations involving IP cameras, **38 percent**