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CASE STUDY

Managing Audio Technology Patents for a Better Bottom Line

Landscape

An audio technology manufacturer with 40-plus years of experience and an extensive portfolio of audio technology patents realized that published market research reports didn't provide adequate detail to help manage its intellectual property, which is used in the consumer-electronics, cinema, home entertainment, broadcast and PC industries.

Key Business Issues and Challenges

The challenge was to quantify the devices in a specific consumer-electronics category manufactured in select Asian countries. The manufacturer also wanted to estimate the number of units shipped by specific suppliers. This country-specific information was needed to manage the company's portfolio of technology patents in consumer-electronics devices.

DTC Customized Solution

Digital Tech Consulting (DTC) developed a market analysis strategy that identified countries of origin and estimates for the number of units being manufactured in those countries. DTC delivered a thorough analysis by coupling its research experience in specific geographic markets that make and sell consumer-electronics products with its extensive network of executive contacts in consumer-electronics manufacturing. The report identified companies that used the manufacturer's IP in their products and countries that were major manufacturing hubs.

Client Benefit

The custom-designed research provided the manufacturer with:

- Critical information about where these consumer-electronics products were manufactured
- Country-specific data to better manage IP royalties in accordance with patent filings for individual countries
- Reliable estimate of the number of devices distributed by specific suppliers

The manufacturer delivered a stronger bottom line from its technology licensing by identifying and quantifying market size, royalty income and gaps in compliance and enforcement.

ABOUT DTC

DTC was founded in 1997 by Myra Moore. Today, the global DTC research team has become highly sought after for both the depth of knowledge and practical know-how they bring to the industry. From the United States to Europe and Asia, DTC analysts provide clients with the most up-to-date intelligence on consumer digital markets, making the company one of the most trusted industry resources for its extensive expertise and experience.