

A Makovsky & Company Media Survey

Focus: Predictions on key developments in the Computer Industry in the 1980's from editors of Business Week, Fortune, Forbes, The Wall Street Journal, Computerworld, Data Management and many others.

BWI MONTHLY May 1981

Minis, micros, software, networking and AT&T seen major 1981 issues

New York — Escalating demand from the small business community for mini/micro systems this year may well signal the emergence of those products as the dominating force behind the computer industry of the 1980's, according to a survey of leading computer and technology editors completed by Makovsky & Company.

Publications contacted for 1981 computer and technology editor survey

BUSINESS MEDIA

AP
Business Week
Forbes
Fortune
New York Times
Newsweek
Time
UPI
U.S. News and World Report
Wall Street Journal

COMPUTER MEDIA

BWI Monthly
Computer
Computer Decisions
Computerworld
Data Communications
Data Management
Datamation
Electronic Engineering Times
ICP Interface (Int'l Computer Programs, Inc.)
IEEE Spectrum
Information Systems News
Infosystems
MIS Week

The strongest reaction came in response to a question on what computer systems will dominate the industry during 1981, according to Makovsky. Here, fully 90 percent of those responding felt that mini/micro systems, with their inherent advantages for low volume users, would have the greatest impact.

The major reason cited for the predicted growth in mini/micro systems is the development of more sophisticated software languages resulting in improved access to computer processing by small businesses.

Eliminating bulky hardware

The end result foreseen was the gradual elimination of bulky and complicated hardware systems in the low volume market because of the opportunities presented by smaller and more accessible software packages.

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DM Data Management

MAY 1981

Computer journalists see mini/micro 'takeover'

The men and women who write on business and computer subjects believe that the escalating demand from small business for mini/micro systems may signal the emergence of these products as the dominating computer industry force in the 1980's.

In a survey compiled by Makovsky & Co., and in which DPMA's monthly publication DATA MANAGEMENT Magazine participated, it also was discovered that the continued advancement of software products was the second most frequently cited impact factor, behind the mini/micro interest. "In our survey, we have attempted to form a consensus among the nation's foremost computer and technology journalists as to the primary development affecting the computer industry during 1981 and beyond," Kenneth D. Makovsky, told DATA MANAGEMENT.

His company is a leading NY-based public relations agency serving the computer industry.

The survey covered editors from key computer industry trade publications and the nation's major business magazines and news-weeklies including DATA MANAGEMENT, Business Week, Fortune, Forbes, The Wall Street Journal, Time and Newsweek. A total of 23 publications were included in the survey.

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cated hardware systems in the low volume market because of the opportunities presented by smaller and more accessible software packages.

In the high end market composed of large volume domestic and multinational corporations, journalists viewed the introduction of the IBM H-Series of computer products as well as its 4300 Series and 3081 Series computers, as having the most significant impact in 1981.

In addition to new mini/micro software languages, journalists feel that computer networking will have a marked effect on the industry during the 1980's.

"The current prominence of telecommunications as a 'world tool' has contributed greatly to the importance of computer networking in recent years," said Makovsky. "Ultimately, with the linkage of several computers from different sources, editors feel we may be able to effectively combine the functions of telecommunications with those of information retrieval, word processing, micrographics, etc., resulting in a total communications system."

AT&T and IBM

Also mentioned as an important influence for the coming years is the resolution of the AT&T and IBM anti-trust suits currently in litigation.

"The prevailing view is that the dissolution of either of these industry giants will further the role of competition among other communications companies and computer manufacturers," said Makovsky.

SOFTWARE DIGEST

A COMPREHENSIVE MANAGEMENT INFORMATION DIGEST FOR THE COMPUTER SOFTWARE INDUSTRY

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MINI/MICROS, SOFTWARE, NETWORKING & AT&T SEEN AS MAJOR ISSUES OF COMPUTER INDUSTRY in 1981...Escalating demand from the small business community for mini/micro systems this year may well signal the emergence of these products as the dominating force behind the computer industry of the eighties, according to a survey of leading computer and technology editors completed by Makovsky & Company. The continued advancement of software products was the second most frequently cited factor that will impact the industry this year. "In our survey, we have attempted to form a consensus among the nation's foremost computer and technology journalists as to the primary development affecting the computer industry during 1981 and beyond," commented Kenneth D. Makovsky, president of Makovsky & Company, a leading New York public relations agency serving the computer industry.

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"The prevailing view is that the dissolution of either of these industry giants will further the role of competition among other communications companies and computer manufacturers," said Makovsky. "Respondents concur that as long as these suits remain unresolved, the future of the computer industry as a whole is up in the air."

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March 30, 1981

COMPUTERWORLD

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

Journalists See Mini/Micro Mart Critical in '80s

— NEW YORK — Increasing demand for mini- and microcomputer systems from the small business community could be the key factor affecting the industry this decade, a recent survey of business journalists has concluded.

"The major reasons cited for the predicted growth in mini and micro systems is the development of more sophisticated software languages, resulting in improved access to computer processing by small businesses," Makovsky commented.

According to the company, the survey, which received input from major business journals such as *Fortune*, *Business Week*, *The Wall Street Journal*, *Time* and *Newsweek*, was most responsive to a query on what computer systems will dominate the industry during 1981.

The survey, covering editors from 23 leading trade and business publications including *Computerworld*, also identified the impact of software development as critical to the future of the data processing sector.

In addition, the journalists surveyed thought the dissolution of either IBM or AT&T would bring about a more competitive environment within the industry.

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