

For Immediate Release
November 2009

New consumer research: 9 out of 10 are photo sharing

With growing consumer interest in personal video sharing and photo sharing both digitally and in print form, Futuresource Consulting has carried out a UK consumer survey to gain greater insight into the media that are being used, the decision-making process and the level of reliance on the available platforms.

“An astounding 92% of survey respondents told us they are sharing their images with friends and family, either electronically or as hard copies,” says Simon Bryant, Principal Consultant at Futuresource Consulting. “The survey found that on-camera and via email are the most popular methods of sharing pictures. However, nearly half of all respondents are still sharing physical prints with friends and family, though this behaviour varies widely depending on the age of the respondent. Females are also more likely to share physical prints than males.

“The vast majority of people surveyed - 85% in all - also upload personal photos and/or videos to websites, with 16-34 year-olds leading the way, although the survey also shows that two out of every three people over the age of 55 have uploaded at some time.

“When focusing solely on video, our study found that 70% of all respondents are sharing personal videos with friends and family, with 16-34 year-olds most likely to share footage. This age group favours websites as the main method of sharing - whereas other age groups use a PC or laptop as the primary sharing tool.”

The Futuresource consumer research study was carried out online with a UK sample size of more than 1,000 respondents aged 16 and over.

For more information on the Photo & Video Sharing Consumer Feedback Bulletin or to make a purchase, get in touch with Simon Bryant on +44 (0) 1582 500152 or via email at simon.bryant@futuresource-hq.com.

Save the date

**The Futuresource Entertainment Summit
10-11 June 2010, London, UK**

Covering all business opportunities presented by new home entertainment technologies, platforms and delivery systems, this year's conference focuses on the strategic impact of 3D, the rise of IP connected devices and the changing face of retail, plus revenue stream development and optimisation for Blu-ray and online content services.

Press Release



Find out more at www.futuresource-consulting.com/events.htm

Notes

Futuresource Consulting is a specialist research and knowledge-based consulting company, providing its clients with expertise in consumer electronics, digital imaging, entertainment media, broadcast, optical manufacturing, storage media and IT.

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