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## *Internet Imaging Trends*

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### Meet the Team

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InfoTrends projects that the total number of online photo service users will approach 110 million by 2012. This growth will be driven by factors including the ubiquity of broadband access, the availability of more sharing features that appeal to moms and other family memory keepers, high penetration of digital photography, and improvements that have facilitated the photo-uploading process.

The emergence of different types of services for sharing personal imaging content has made this dynamic sector of the market an interesting one to track. Consumers now have the option to share their photos via social networking sites, online photo communities, and traditional retailers' Web sites. The players in this space are constantly coming up with new and innovative ways for individuals and groups to communicate, and as a result, the dynamics of the market are constantly changing.

InfoTrends' Internet Imaging Trends (IIT) advisory service sizes and forecasts the online photo services market and examines the sharing, viewing, and storage habits of online photo service users and non-users. It also examines consumers' use of various types of imaging Web sites, sharing of videos, photo sharing via mobile devices, and home network solutions.

The service presents executives, product and marketing managers, and senior managers with the information and advice they need to outpace the competition and thrive in this dynamic marketplace. It provides:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, monthly, quarterly, and annual deliverables
- Ongoing inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Access to Webcasts that discuss industry trends and developments

#### Key Deliverables Include:

- Online Photo Services Forecast
- Personal Photo Activity Forecast
- Personal Photo Activity End User Study
- Online Photo Services End User Study



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*The Internet Imaging Trends*

*Group provides a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants help you grow your business by providing knowledge geared to your specific challenges and goals.*

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The **Internet Imaging Trends Group (IIT)** recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the digital imaging marketplace. We offer solutions in addition to our advisory services to fit every company's specific needs. Examples of the ways in which the Internet Imaging Trends Group can help you grow your business include:

**Custom Consulting:** You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

**Multi-Client Studies:** InfoTrends conducts comprehensive primary research studies on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain critical business information at a reduced price. Recent studies include:

- Photo Merchandise for the US & Western European Markets
- The Consumer DSLR Marketplace
- e-Business Enablement: The Future of Professional Photography
- Digital Imaging Lifestyles: Understanding Consumer Behavior and New Business Models in the Era of Excess

**Reports:** Choose from a wide selection of forecasts, research reports, strategic assessments, and analysis reports on key industry trends and developments. Reports can be purchased through our online reports store at <http://store.infotrendsresearch.com>.

**Getting Started:** Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a team member today.



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*InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at [www.infotrends.com](http://www.infotrends.com).*