The U.S. “Point of View” Imaging Market

Next-Steps for Action Cameras, Wearables, and Related Solutions and Services
Introduction

GoPro’s successful IPO in late June shines a spotlight on the point-of-view (POV) imaging market. On the day it went public, GoPro was valued at $2.95 billion. Behind the company’s success has been a small, lightweight, rugged, wearable or mountable video camera. With a strong presence in extreme action sports, GoPro allows camera owners to record video from the participant’s point of view and to be the center of the action.

Over the last several years, both new and established imaging companies like Contour, Garmin, iON, Panasonic, and Sony have joined the market with their own point-of-view cameras. Each company is attempting to carve out a piece of this growing and lucrative portion of the camera market.

Action cameras have evolved beyond extreme sports into the everyday lives of ordinary people allowing them to tell their stories from their point of view. For some, these cameras are feeding into the “selfie” phenomenon by allowing them to transcend still images to videos of themselves. To date, cameras and accessories have been the main sale drivers. But as more video is captured opportunities are opening up for software, apps, and services that help consumers to edit, store, share, and even live-stream their videos.

Looking ahead, the point-of-view market will be expanding into new territories. We expect to see new implementations and applications of POV devices, particularly in the way of new form factors, such as wearable cameras and heads up displays, new features introduced that take advantage of new imaging technologies and instant connectivity, and new services that support the sharing, editing, storage, organization and management of the content collected from everyday life.

This study will use a combination of research methods to consider questions about the POV imaging market such as the following:

- Who are the different user groups?
  - Demographic characteristics
  - Attitudinal / behavioral profiles
- What do current and potential device owners know about today’s POV imaging market?
  - Types of capture devices used
  - Likes and dislikes associated with various capture devices
  - Features, functions, and form factors available
  - Brand awareness and perceptions
  - Current buying process
    - Awareness, consideration, influences, purchase
    - Personal vs. gift
    - Location for purchase (e.g., online, retail)
• What are the unmet device needs?
  o New form factors, new angles, multiple cameras, improved image quality, better service and support, something else?
• What type of content is being captured today, and what are today's use cases?
  o Content segmentation
• How is content being shared, stored, viewed?
  o Connectivity
  o Workflow paths
• What types of software, services and apps will drive adoption and usage of more devices, and broaden the base of users?
  o Social media integration
  o Mobile integration
  o New editing, management, storage solutions
  o Real-time imaging (i.e. live broadcasting)
  o New applications for content
  o Augmented reality
• Is there an untapped accessories opportunity?
• What is next for the POV imaging segment?
  o Which real-life POV scenarios may prompt more picture and video-taking?
  o What form factors will appeal to consumers?
    - Wearable cameras
    - Heads up display (HUD)
    - Life logging cameras
    - Google Glass (and competitors)
• Differences between consumer usage and pro usage
  o Why and how are pros using these devices?
  o How frequently are they replaced?
  o What features do pros need?
  o What do they expect for level of performance?

**Project Objectives**

This study will provide vendors and service providers with information to help them understand how “point-of-view” imaging is likely to evolve, and what cameras, accessories, software, applications, and services will help satisfy consumers’ unmet (or unrealized) needs. It will also consider how big the revenue opportunity may be, and how vendors might be able to capitalize on future growth.

Key questions we plan to consider for our clients include:

• Who is in my target market?
• Who are my competitors, and what are their strengths and weaknesses?
• What are the market drivers and barriers?
• What are the underlying motivators for POV imaging activity?
• Where are the gaps in the market for hardware (cameras and other POV image capture devices), software, and services?
• What could lead to a device, app, or related service becoming dominant among certain users?
• How do I effectively market and sell to consumers in this space?
• What is the forecast for the action camera market?
• What is the Total Addressable Market (TAM) for POV imaging devices?
• What is the related software and service revenue forecast?
Market Research

This study will be based on extensive primary and secondary research. InfoTrends will leverage its in-house imaging research where possible, and build on existing insights. The research for this study will include desk research, vendor and channel interviews, a structured Web-based survey, and qualitative research with current owners of action and POV cameras.

Desk Research

InfoTrends will examine existing market information from a variety of sources that include but are not limited to:
- Industry associations
- Industry reports
- Periodicals and trade articles
- Web sites
- Government data
- Financial reports and filings

Vendor and Channel Interviews (8 total)

InfoTrends will conduct phone interviews with executives from action camera and hardware companies, along with related accessory/software/service providers. The intent of the vendor interviews is to understand their market positions, development directions, and perspectives on how the market will evolve over the coming years. InfoTrends will also conduct interviews with different types of retail and channel companies (traditional and non-traditional) to identify different pockets of opportunity. Interviewees will not be identified at the company level to protect confidentiality.

Qualitative Research with Action Camera/POV Camera Owners (12 total)

Prior to fielding a Web-based survey, InfoTrends will conduct interviews with owners of existing devices to examine motivations for purchase and use, and to test interesting applications and use case scenarios. The results will be used to help shape the Web-based survey. InfoTrends will plan for each interview to last 30-45 minutes.

Structured Web-based Survey

InfoTrends will conduct a survey of U.S. action camera/POV camera owners (n=1,000) and potential future buyers or those with a professional/personal interest in POV imaging (n=500). InfoTrends anticipates that most owners will be owners of “action cameras” due to existing incidence rates. Survey paths for personal, pro and commercial usage will be provided.

Analysis and Project Deliverables

There will be extensive analysis of all research to develop a comprehensive understanding of the opportunities and issues. Clients may receive the following (refer to pricing and bundling option on the order form for details):
- Written report detailing key findings with recommendations
- Excel-based market size and forecast:
  - Action cameras
  - POV imaging device TAM
  - Software and service revenue forecast
- PowerPoint summary slides from the Web survey research
Data cross-tabulations from the Web survey research for additional analysis of key market segments

Phone / Web presentation

Project Schedule
InfoTrends intends to start the project in October 2014. Based on the following schedule, the project will be completed with material distributed by end of June 2015. Throughout the project, InfoTrends will issue regular updates on the project status and interim deliverables.

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<th>Milestone</th>
<th>Completion</th>
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<tr>
<td>Survey questionnaire development</td>
<td>October</td>
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<tr>
<td>Client review of survey questionnaire</td>
<td>November</td>
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<tr>
<td>Survey in field, survey data tabs, and summary of qualitative research (vendor/channel and consumer interviews)</td>
<td>December-March</td>
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<td>Summary charts</td>
<td>April</td>
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<td>Report and presentation delivery</td>
<td>June</td>
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About InfoTrends
InfoTrends is the leading worldwide market research and strategic consulting firm for the imaging, document solutions, production print, and digital media industries. We provide insights and advice to help clients understand market trends, identify opportunities, and grow their business.

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**Subscription includes:**

- Written report   
- Market size and forecast
- PowerPoint summary slides
- Data cross tabulations
- Personal phone/Web presentation

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