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Multi-Client

E-Business Enablement: The Future of Professional Photography

Report Fast Facts

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Abstract

This study provides a comprehensive understanding of the impact that e-business is having on today's market and the effects that it will have in the future. It offers context and direction setting for a broad spectrum of market players, including service providers, equipment suppliers, and solution participants across the industry value chain. Research for the study consisted of in-depth interviews with executives from leading vendors, interviews with professional photographers across several targeted industry segments, and structured surveys with approximately 900 professional photographers and 1,700 consumers.

The study focused in on four major segments – portrait, wedding, event/sports, and school. It profiled pros in each segment and explored their use of Web services. The resulting market forecast provides details by segment on the number of photography establishments (by type of Web site), the amount of revenue by service category and lead source, the number of jobs by online service, and the photo print spending by type of print service provider or supplier.

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