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Abstract

# Social Networks and Online Photo Communities Discover Photo Printing Potential

## Report Fast Facts

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## Abstract

Until recently, most social networks and online photo communities have all but ignored the revenue opportunity available from photo printing. Now, as advertising revenues decline and other costs increase, some are turning toward printing as a way to close the gap. This document summarizes the photo output options available to users of several popular online social networks and photo communities, and addresses some of the challenges that they face.

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