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Abstract

## Video End-User Research: 2008

### Report Fast Facts

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### Abstract

This document provides an in-depth analysis of the results from InfoTrends' 2008 Video End-User Survey, which was conducted in May. This survey questioned consumers about their videography habits on camera phones, digital camcorders, and digital cameras. It includes sections on capturing video clips on camera phones, camcorder usage and video activities, capturing still photos via camcorder, camcorder features and accessories, future purchasing intentions, and shooting video clips on digital cameras.

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## Introduction

This report presents the findings of InfoTrends' May 2008 video end-user survey. The study was designed to collect information about camcorder ownership and video behaviors among individuals who own camcorders and/or point & shoot digital cameras. In addition to providing a detailed discussion of the survey findings, this document will consider the challenges and opportunities that may impact this market in the future. InfoTrends recently published full data tabulations and top-line summary charts for this study, and these should be viewed as companions to this document.

## Methodology

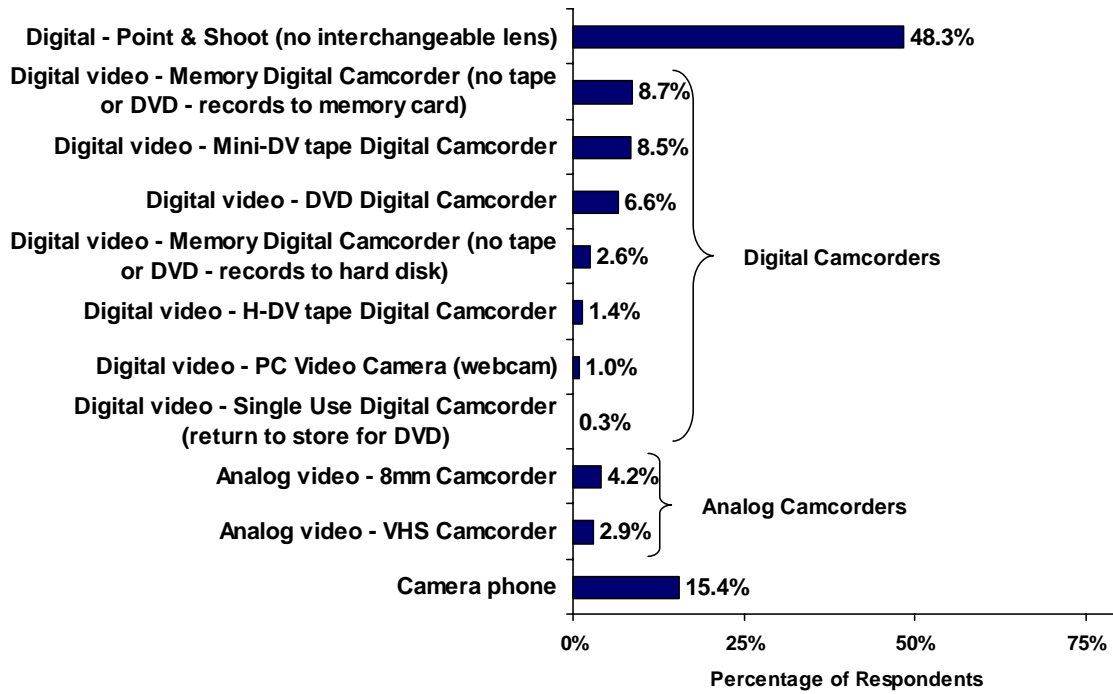
This survey was conducted via a Web-based questionnaire in the United States from May 13 - 16, 2008. 1,381 respondents qualified as U.S. residents over the age of 18, and 519 of these were camcorder owners. The survey consisted of a core demographics section and a section that was dedicated to videography behaviors.

The survey panel was supplied by Survey Sampling International (SSI), which maintains a panel of home Internet users who are willing to participate in online surveys. The responses have been balanced by age and gender to better represent the overall U.S. population.

## Report Excerpt

Those respondents who owned more than one type of camera were asked which one they used most often for video capture. The greatest percentage of these survey participants (48%) used their digital point & shoot cameras most often, and camera phones (15%) followed in a distant second place. As mentioned earlier, many digital cameras and camera phones now offer the ability to capture videos. It is not surprising that camcorders usually weren't used most often—these devices are larger and more cumbersome than digital cameras and camera phones, so many respondents will reserve their camcorders for special occasions such as vacations, birthdays, or holidays. Because camcorders were split out by different types of recording media, the responses appear to be low. In total, 29% of respondents that own more than one type of video camera use a digital camcorder most often. This makes video camcorders the second most popular video camera type after digital point & shoot cameras.

**Figure 10: If you own more than one video capture device, which one do you use most often for video capture?**



N = 693 Respondents who owned any combination of digital P&S, video cameras and camera phone

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