

# Consumer Corner

## Digital Cameras Help Keep The Focus On Sharing

(NAPSA)—For many consumers, digital cameras are all about sharing.

That's a key finding of a new study by a leading trade association. The study, "Digital Imaging: A Focus on Sharing," shows consumers took an average of 72 digital photos at the last event they attended and shared an average of 51 percent of the photos they took.

The most popular means for sharing photos include e-mailing (55 percent), showing on personal computers (48 percent) and posting online (40 percent).

The study also found that 65 percent of consumers are satisfied with their options for sharing, protecting and backing up photos, and 63 percent are satisfied with their options for photo storage.

The fact that news organizations across the country put out a call for the millions of people attending the recent presidential inauguration to share digital photos of the experience demonstrates just how common the experience has become.

"Digital cameras are becoming increasingly pervasive, enjoying a 77 percent household penetration rate, not to mention other popular consumer electronics devices such as cell phones that are capable of taking digital photographs," said Chris Ely, CEA senior research analyst.

Among consumers who post photos online, MySpace is used most frequently, followed by Facebook and dedicated photo-sharing sites such as Photobucket and



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Snapfish. When deciding which service to use for sharing photos, consumers' top factors include ease of access for friends and family, speed of uploading and cost of service.

Traditional print photos remain a popular method for sharing images with the option to print at home or use an online kiosk or an online printer.

The "Digital Imaging: A Focus on Sharing" study was designed and formulated by CEA Market Research, a comprehensive source of sales data, forecasts, consumer research and historical trends for the consumer electronics industry.

The Consumer Electronics Association (CEA) unites 2,200 companies that are part of the consumer technology industry. In addition, it is considered by many to be the industry authority on market research and forecasts; consumer surveys; legislative and regulatory news; engineering standards; training resources and more.

To learn more, visit the Web site at [www.ce.org](http://www.ce.org).