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***Photo/Video App Market Analysis* presented at the 6Sight Future of Imaging Conference**

**Report analyzes app market rankings in light of today's social imaging behavior**

The photo and video mobile app market is not only booming, it is also changing rapidly. A new study from 6Sight finds that of 475 top ranking photo and video apps, 46% are less than six months old; 20% have just been introduced in the last 90 days.

The study, *Photo/Video App Market Analysis*, will be introduced at the 6Sight Future of Imaging Conference at the Metropolitan Pavilion in New York on June 25-26 by report author, **Hans Hartman**. The report describes not just the trends in download, sales, and grossing rankings for free and paid Android, iPhone, and iPad apps, it also analyzes how these various rankings vary for certain segments. The findings include:

- photo or video apps priced at the minimum store level of \$0.99 are more common among top ranking apps introduced in the last 180 days than among older apps
- iPad and iPhone photo or video apps that offer in-app purchasing options receive lower user ratings than those without
- within the rankings of photo or video apps downloaded on iPads, apps that are only available on iPads offer less often photo enhancement functions than those that are also available on iPhones

"The study's true value is in connecting the main lessons from our recent *6Sight Social Imaging Survey* to the features of today's most popular photo and video apps," said **Joe Byrd**, president and co-founder of 6Sight. "The Social Imaging survey gave us many insights into how people take, enhance or share photos, in particular from their smartphones and tablets. The photo and video app market analysis links imaging-related behavior and needs to the features and rankings of 475 popular photo or video apps."

The analysis found that, at 47%, "photo enhancement" is the most prevalent user need addressed by the top ranking photo or video apps, at 23% followed by "combine:" the ability for users to combine their photos with other photos (collage) or other elements (such as text, frames, or clipart).

The 118-page *Photo/Video App Market Analysis* will be available from the PMA Store for \$799 for a single-user version and \$1,999 for a company-wide site license. For more information, visit [http://www.hanshartman.com/Hans\\_Hartman/Photo\\_Apps.html](http://www.hanshartman.com/Hans_Hartman/Photo_Apps.html).

This 6Sight Future of Imaging Conference is co-hosted by Invest in Skåne, and mobile imaging developer Scalado and supported by CEA and PMA. Visit [www.6Sight.com](http://www.6Sight.com) to learn more about the 6Sight Conference being held on June 25-26 as part of CE Week at the Metropolitan Pavilion in New York.

**About the 6Sight Future of Imaging Conference:**

6Sight®'s series of executive conferences focus on the impact the imaging industry and its technologies have on society, and the revenue possibilities they enable. The conference, held as part of CE Week presented by CEA on June 25-26, 2012 in NY, NY, brings together technologists, marketers, mass merchants, industry and financial analysts, educators, high-volume users, and members of the media. The participants preview breakthrough technologies, forecast innovative uses, and spark new ideas and alliances that benefit current and potential customers, participating companies, and the imaging industry as a whole. The program emphasizes interactivity, rich media presentations, and high-level networking among participants. 6Sight also publishes the *6Sight Report*, a free weekly email digest, and the bimonthly *6Sight Magazine*, covering imaging trends and technologies with in-depth analysis and interviews.