



# Social Imaging

*Seamless Sharing Enlivens Photo Business*



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## All photography is shared

We take a picture to visually communicate something to someone else, even if that someone else is just ourselves in the future [preserving memories].

Sharing images used to be **very** difficult:

If you were not face to face, looking over some prints — It was print... package... mail... Wait for a response.

With digital, it was:

Upload from camera to computer, upload from computer to website, then email a link.

Now it's simply:

Shoot, and send directly to the receiving/display device your intended viewer has on them: their phone.



## **Social imaging turns us all into enthusiasts**

Nothing before has made photography so exciting to so many people — because suddenly they're taking pictures that aren't just sitting in a shoebox.

You get a greater audience for your photography than ever before; it meets all your needs; you don't have to print it or email it or do anything else.

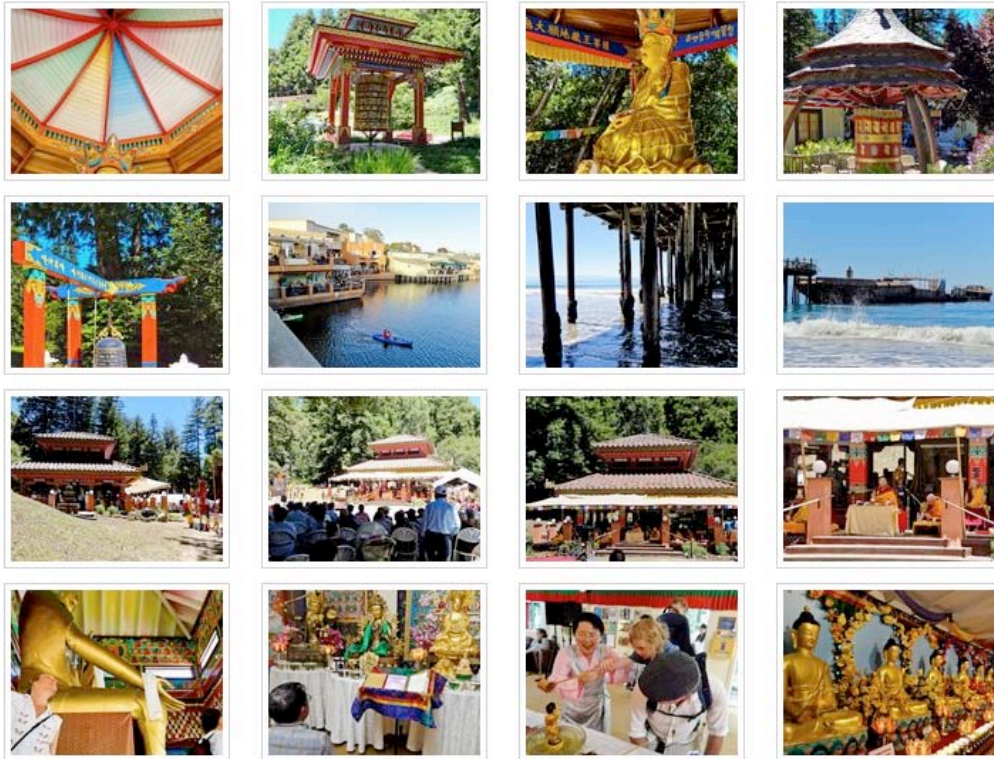
Their pictures are seen by everybody; they're sharing moments, and getting feedback — it becomes a conversation enhanced with visuals.

That feedback loop drives further photography for communication and expression.



### Buddhist Fair

By Paul Worthington (Albums) · Updated Tuesday, June 8, 2010 at 3:41pm (over a year ago) · Taken at Santa Cruz · [Edit Album](#)



The Medicine Buddha Festival

[Like](#) · [Share](#)

Karla Capps Barnes likes this.

**Angela June Armstrong** · Friends with Linda Marie Gibbs  
Nice shots!  
Tuesday, June 8, 2010 at 4:45pm · [Like](#) · [Reply](#)

**Sally Wiener Grotta** Where's the picture of you with the gong?  
Tuesday, June 8, 2010 at 6:38pm · [Like](#) · [Reply](#)

**Paul Worthington**  
I didn't take a shot of myself!  
I would actually like to see one now -- I have no idea what I looked like in that costume.  
Tuesday, June 8, 2010 at 6:39pm · [Like](#) · [Reply](#)

**Ava Thiesen** ...well, you'll remember next time.....smile.  
Tuesday, June 8, 2010 at 6:47pm · [Like](#) · [Reply](#)

With Facebook we have ubiquitous method for sharing. Facebook has hundreds of millions of members, with billions of photos stored.

It's a great solution to share images with the people who matter to you, to make sure that your images are seen the next day by your immediate friends and family.

And just as importantly, you can get feedback from everyone on your photos — much more often than with any other method of capturing or sharing shots.

Image sharing also means that you have access to your friends and families photos, or of others at an event. This means you can access that one perfect shot from an important moment. And it might even have you in it, unlike ones you took.





# Is All Photography Shared?

Why else do *most* people take *most* of their pictures?

Share-now, or Share-later?  
Instant or edit-and-upload?

Share the photo?  
The full experience?  
Or use the photo to tell a story?



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## Does sharing photos almost eliminate the need to print?

A social site is great for making people want to take more pictures. But if it meets most needs — sharing and feedback — in and of itself, what is there left to sell?



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# What can the photography business do to benefit from image sharing?



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What are the long-term implications of this kind of change?

How can the industry earn revenue with social imaging?

Will greater access to better and different photos offset the losses?

Can a retail store make a hard-copy photo album from the low-res photos in a Facebook album?

How else could social imaging benefit the business?

What is your company working on to benefit from Social Imaging?





# What is the photography business doing now to address sharing needs?



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What should the photography business do to improve sharing?

We can now capture an image and immediately share it with all our friends and family.  
...Or with a collection of strangers who like a subject.  
It's fast and easy.

What is technically lacking in image sharing?  
What has to be improved?

What is your company working on to improve Social Imaging?

How do you compete with Facebook?  
What are the opportunities left in Social Imaging?







# If photography is sharing: shouldn't cameras be optimized for sharing?



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If sharing is primary, phones are the best device. Apart from image quality, how is that not true?

What will be the best device for sharing photos and video?

What will be the best service for sharing photos and video?

What are the criteria for your choices?





# How does sharing video differ from still images?

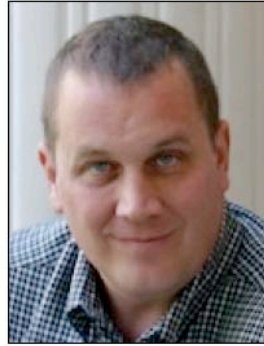
Difficulty  
Editing  
Bandwidth  
Storage  
Time



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