



December 2005

Multi-Client

North American Professional Photography Market

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Published by

Market Research

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Project Objectives

This study is designed to help manufacturers of equipment, software, supplies, and services to succeed in the professional photography market. Key objectives include:

- Segment and profile the market
 - Number of photographers
 - Key segments
 - Services offered
 - Revenue mix by service
 - Photo and print volume and types of photos
- Understand pro photographers' use of technology and services
 - Cameras
 - Software
 - Printers
 - Consumables
 - Other hardware and accessories
 - Services
- Understand critical issues, priorities, and requirements
- Size and forecast the North American market opportunity by key products and market segments
- Identify opportunities and strategies for technology vendors

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