

## Digital Cameras - UK - May 2012

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"As newer technology continues to improve the specifications of top-end equipment, these measurements will become meaningless to consumers best served by less expensive, middle-of-the-field devices. Camera manufacturers must choose to either invest in a web service that complements captured photos or video, or to focus on including new, innovative hardware capabilities and modifications, to retain consumer interest."

– Samuel Gee, technology analyst

### In this report we answer the key questions:

- How long can cameras rely on technical specifications to sell?
- Do mirrorless cameras represent the future of interchangeable-lens devices?
- Is it possible to reverse the replacement culture?
- How much of a value add can web services be?

This report will examine digital cameras and camcorders, and whether they are still the primary vehicle for consumer photo and video capture. This will include analysis of the growth and likely future popularity of mirrorless cameras, as well as more expensive DSLR devices. It will also consider how dedicated capture devices have seen competition over 2011 and 2012 from growing smartphone penetration, and how although exclusive usage of smartphones to capture photo and video is currently low, there are signs it will swiftly grow between 2012 and 2014. The report notes how camera and camcorder manufacturers can take steps to improve the value of their offering, and resist this encroachment on their market space.

In the context of this report, 'digital cameras and camcorders' refer to consumer electronics built with the explicit aim of capturing picture and video ('dedicated devices'). This can refer to both high-definition and standard-definition devices.

The analysis of digital cameras and camcorders and dedicated devices in this report does not cover any device which does not have video or image capture as its main functionality. This includes smartphones, feature phones or other camera phones. It also does not include devices designed to capture picture or video but dependent on further technology to run – for example, webcams.

Although smartphones and camera phones are not discussed in the context of the digital camera and camcorder market, they are frequently referred to throughout the report as a competitor to dedicated devices.

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