



MEDIA ALERT

FOR IMMEDIATE RELEASE

## In the connected age, everyone's a photographer

PARIS – September 11, 2012 – Ten years ago, the iPhone changed the face of mobile technology forever. With the rise of the smartphone, photography has slowly become a part of our day-to-day lives, changing the way we behave and how we use technology. What do consumers expect from their products nowadays? How do they behave? What kind of photographers are they? During the 2017 IFA, DxO, a pioneer in digital image technologies, unveiled the results of a survey it conducted with IPSOS<sup>1</sup> on how French, German, and American users approach photography.

### Photography is a universal theme that underpins our day-to-day interactions.

With the rise of social networks and new technologies, photos have become the leading tool for mass communication—one we can instantly share with family and friends, no matter the time or place.

**Seventy percent of smartphone and camera users report sharing their photos to top social networks such as Facebook, Instagram, and Twitter.**

**Users take pictures of a wide range of everyday subjects**, including groups of people (80% of respondents), landscapes (86%), and animals (53%). New trends have also emerged in photography, including food photos (26%) and selfies (34%).

### We have all become photographers, but the way we use photos depends on our equipment.

The survey indicated that over 9 out of 10 respondents take photos with a smartphone or with a traditional camera. The latter has not become obsolete—far from it, in fact, since 7 out of 10 homes have one.

The survey helped us group users into three main categories that describe modern-day photographers:

- **Dual users:** This type of user is in a relationship, has children, and is the wealthiest of the three groups. Dual users represent **6 out of every 10 respondents**. Eighty-four percent report using their smartphone to share their day-to-day experiences, 70% take artistic photos, and 67% take photos of their travels.
- **Smartphone-ographers:** Three out of 10 respondents report they take photos solely on their smartphones and have a hard time imagining their lives without it. Users in this category tend

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<sup>1</sup> Ipsos Observer conducted an online omnibus study for DxO July 18–21, 2017, obtaining a representative sample of 1,085 French individuals aged 16 to 75, a representative sample of 1,093 German individuals aged 16 to 70, and a representative sample of 1,087 American individuals aged 18 to 75. Populations were structured using the quota method (sex, age, and region) and adjusted during the analysis process to ensure each sample was representative of the national population.

to be urban Millennials who value their phones for their **practicality** (85%), **easy-to-use** design (67%), and **connectivity** (32%).

- **Classic photographers: These tend to be men aged 55–75.** One out of 10 respondents fell into this category. Fifty-two respondents primarily use cameras for the higher image quality and out of habit (50%).

## Expectations for future cameras

Regardless of the category they fall into, photographers in 2017 would buy new equipment if it had the following features: better performance in low-light conditions (35%), waterproof design (30%), and 4K video capacity (24%).

The two most sought-after advancements for smartphone users are **improved zoom** (35%) and a **better lens** (27%), while 34% of camera users would like **better zoom** and 3% want **better battery life**.

See the infographic with all the results [here](#).

## About DxO

For well over a decade, DxO has been developing the world's most advanced image processing technologies, which have enabled over 400 million devices to capture the highest quality images achievable. DxOMark carefully analyzed the image quality of thousands of cameras, lenses, and smartphones, and provides the scientific results to the public in the interest of advancing photography. DxO OpticsPro, a powerful and multiple award-winning RAW image-processing software program for Mac and PC, lets photographers of all levels easily enhance their photos. With the launch of its miniaturized pro-quality camera for iPhone and iPad, the DxO ONE, DxO's image engineers and scientists have revolutionized mobile photography. A full ecosystem of accessories allows people to use the DxO ONE in all situations, so they can capture unforgettable photos and share them instantly.

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