



Camera & Imaging Products Association
MA Shibaura Building 3F, 3-8-10 Shibaura, Minato-ku, Tokyo
108-0023 Japan
TEL. +81-3-5442-4800 (Main)

PRESS RELEASE

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Camera & Imaging Products Association (CIPA)

About the Results of the Integrated Survey of Photo Imaging Market: Japan Edition

The Camera & Imaging Products Association (CIPA; President: Hirotaka Ikegami) conducted the Integrated Survey of Photo Imaging Market: Japan Edition, targeting users of digital cameras and smartphones (Outsourcing Contractor: BCN Inc.; President: Yoshie Okuda).

One of the most symbolic responses from digital camera users was that "digital cameras have made outings and trips more enjoyable."

As soon as you take the plunge and buy a digital camera, you will find that your lifestyle will suddenly become more active, enhancing your motivation to travel deep into the mountains to take photographs of landscapes and nightscapes, visit botanical gardens around Japan to photograph flowers and plants, and travel both in Japan and overseas. This series of surveys gives a strong impression that this is what it means to live with a digital camera, and this is the pride of our industry.

Ironically, however, the totally unexpected advent of the COVID pandemic stood in the way of the very character of the product that represents such outdoor and outing items.

This latest survey was conducted at the end of 2023, when the dark clouds of the COVID pandemic were clearing. The greatest point of focus is on the extent to which outdoor demand and outing demand can be revived.

Outline of Implementation of the Integrated Survey of Photo Imaging Market: Japan Edition

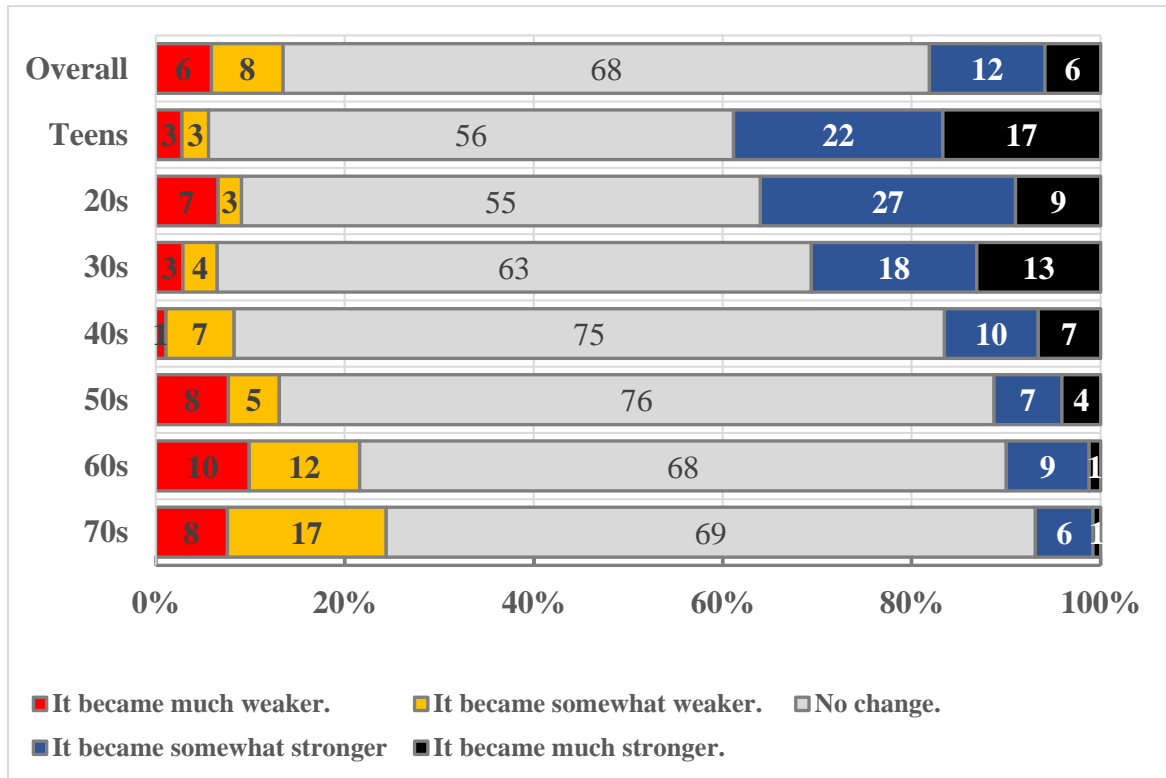
1. Survey method
Web survey
2. Timing of the survey
Early December 2023
3. Subjects of the survey
Men and women residing within Japan, aged from teens to 70s.
The main survey is for those who take pictures with an interchangeable lens digital camera, compact digital camera, or smartphone.
4. The number of samples
1,000 (main survey), 4,876 (preliminary survey)
The main survey was allocated a minimum sample size of 300 each for interchangeable lens digital cameras and compact digital cameras (with duplicates for use of both types).

Outline of the Results of the Integrated Survey of Photo Imaging Market: Japan Edition

While the main theme of the survey was photographs, we also included questions related to videos, which is one of the most appealing features of both digital cameras and smartphones.

● Revival of the motivation to take photographs with the end of the COVID pandemic. The motivation to take photographs of those in their teens, 20s, and 30s is on the increase.

✓ Changes in motivation to take photographs



The survey asked about how the respondents’ motivation to take photographs at the time of the 2020–2022 COVID pandemic and the present has changed.

A total of 18% of all the respondents indicated that their motivation to take photographs has become "stronger" (much stronger + somewhat stronger), a clear trend among the younger age groups.

Nearly four out of ten teens (39%), 36% of those in their 20s, and 31% of those in their 30s responded that their motivation has become "stronger."

n = overall: 1000, teens: 36, 20s: 122, 30s: 137, 40s: 181, 50s: 222, 60s: 171, 70s: 131

● **Although photographic subjects are approaching pre-COVID levels, the outdoor demand is still only halfway to a full revival.**

✓ Object (subject) rankings: "Photographs" vs. "videos" (multiple answers/top)

Photographs			Videos	
Landscapes and nightscapes	51.7%	1st	Domestic trips	34.7%
Domestic trips	46.3%	2nd	Children and grandchildren	31.8%
Children and grandchildren	30.1%	3rd	Landscapes and nightscapes	28.2%
Flowers and plants	28.8%	4th	Pets and animals	25.1%
Food	27.1%	5th	Husband, wife, boyfriend, girlfriend, and partner	20.4%
Memorandums	24.7%	6th	Friends and acquaintances	16.0%
Pets and animals	24.3%	7th	Gatherings of friends	14.7%
Husband, wife, boyfriend, girlfriend, and partner	23.6%	8th	School events	13.4%
Snapshots and townscapes	21.0%	9th	Overseas trips	13.3%
Friends and acquaintances	19.1%	10th	Theme parks and amusement parks	13.3%
Gatherings of friends	19.0%	11th	Snapshots and townscapes	12.5%
Theme parks and amusement parks	15.0%	12th	Food	12.2%
Overseas trips	14.2%	13th	Sports	11.8%

The objects (subjects) strongly associated with outings are shown in bold print.

The most recent "photographs" survey was conducted in 2019, with smartphones added to digital cameras. Although it was the year just before the COVID pandemic, the top five choices at the time, including "Landscapes and nightscapes" (1st place; 60.9% at the time) and "Domestic trips" (2nd place; 51.3% at the time), remain the same this time around.

However, "Overseas trips" (25.4% at the time), which ranked seventh in 2019, came in at 13th (14.2%) this time, while "Theme parks and amusement parks" (21.8% at the time), which ranked ninth, was only ranked as 12th (15.0%) this time.

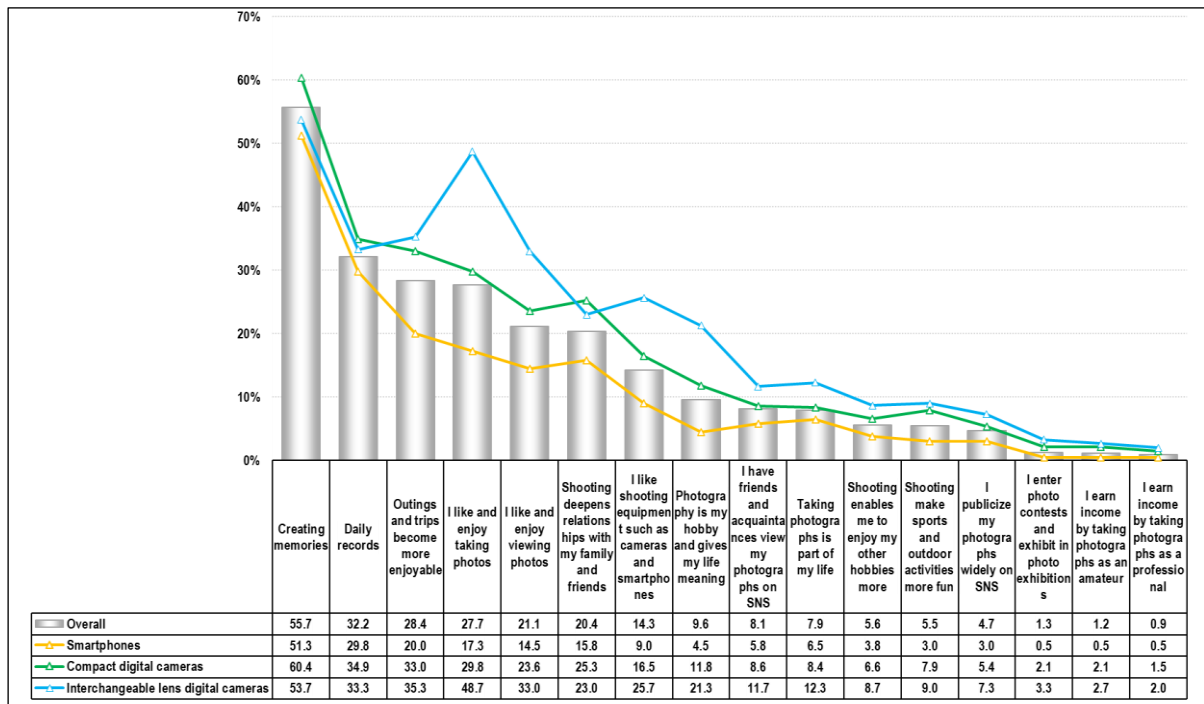
In terms of objects (subjects), it cannot yet be said that a full-fledged revival of outdoor demand or outing demand has been achieved.

Domestic travel (34.7%) was ranked first in the "videos" category. However, "Gatherings of friends" and "School events" (which were the mainstay of the spring and fall periods of greatest demand during the video camera era, such as entrance ceremonies and athletic meetings), "Overseas trips" and "Theme parks and amusement parks" were all in the top 10 but were only in the 10% range.

n 1000

● **"I like taking pictures." "Outings and trips become more enjoyable" ... that is why I use digital cameras.**

✓ Reason/Motivation for shooting: "Photographs" (multiple answers)



We asked the respondents what motivates them to take photographs with the question, "What is your reason for taking photographs?"

The No. 1 response for "overall" (photographic equipment in general) was "Creating memories" at more than 50% (55.7%).

Although "Creating memories" was not an option in the early stages of our survey series, it was a phrase found in many of the free answers in the 2019 Thailand survey and has since become standard.

Although not included in the early stages because it was too obvious, in light of the recent trend toward new image approaches, such as AI image generation, we take seriously the fact that this phrase is ranked No. 1 since it embodies an irreplaceable core element of "photographs."

For "smartphones" category, the top three most common reasons were: "Creating memories" (51.3%), "Daily records" (29.8%), and "Outings and trips become more enjoyable" (20.0%).

In the interchangeable lens digital camera category, which now accounts for approximately 80%, or the majority of the digital camera market, the top response was "Creating memories" (53.7%), followed by "I like and enjoy taking photos" (48.7%) and "Outings and trips become more enjoyable" (35.3%).

The third most popular response for both devices was "Outings and trips become more enjoyable," but the score for interchangeable lens digital cameras was far higher. The link to the process of revival of outdoor demand and outing demand after the COVID pandemic can be said to be more sensitive in the case of digital cameras with interchangeable lenses.

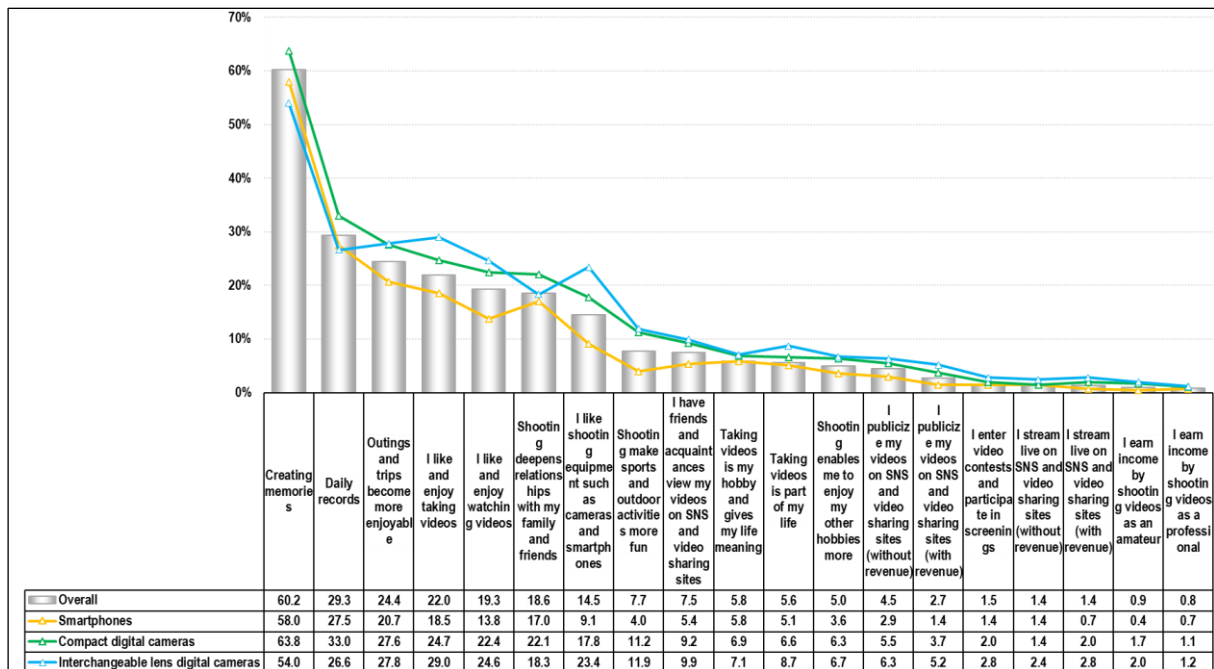
The second most common response for interchangeable lens digital cameras was "I like and enjoy taking photos," almost triple the rating for smartphones (17.3%).

However, regarding the difference between the two devices, there is another option that has caused a significant difference, not just triple the rating. In the "overall" category, "Photography is my hobby and gives my life meaning" was in middle position, with 4.5% for smartphones compared to 21.3% for interchangeable lens digital cameras.

*n = 1000; Smartphones (only): 400, compact digital cameras: 467, interchangeable lens digital cameras: 300
The options "Other" and "None apply" are omitted in the figure. (The same applies to the figure below.)*

● **"I also like taking videos," "Outings and trips become more enjoyable"... that is why I use digital cameras.**

✓ Reason/Motivation for shooting: "Videos" (multiple answers)



We also asked about motivation for taking "videos."

The No. 1 response for "overall" (photographic devices in general) was "Creating memories" at 60.2%. While "Creating memories" was also No. 1 at 55.7% in the "photographs" category (see the previous page for "photographs" category; same hereafter), the score for "videos" was higher.

For "smartphones" category, the top three most common reasons were: "Creating memories" (58.0%), "Daily records" (27.5%), and "Outings and trips become more enjoyable" (20.7%).

In the "interchangeable lens digital camera" category, the No. 1 response was "Creating memories" (54.0%), followed by "I like and enjoy taking videos" (29.0%) and "Outings and trips become more enjoyable." (27.8%).

"Outings and trips become more enjoyable" was ranked third in both categories, but similar to the trend observed for photographs, interchangeable lens digital cameras scored higher than smartphones.

n = 737; Smartphones (only): 270, compact digital cameras: 348, interchangeable lens digital cameras: 252

● **With digital cameras with interchangeable lenses, you can "pursue photos" and capture "the true beauty".**

✓ **Good points: Interchangeable lens digital cameras vs. smartphones (multiple responses/top)**

Interchangeable lens digital cameras			Smartphones	
You can take beautiful photos.	53.7%	1st	You can take beautiful photos.	47.5%
You can take beautiful videos.	25.5%	2nd	You can take photos easily.	39.9%
You can pursue photos.	22.7%	3rd	You can take beautiful videos.	32.0%
The lens can be changed.	21.0%	4th	You can take videos easily.	30.8%
You can capture the true beauty of the subject as is.	20.4%	5th	The body is light and compact.	27.4%
You can use zoom lenses that can take enlarged images of distant objects.	15.1%	6th	Photos and video files can be saved on a computer.	21.0%
You can shoot while looking through the finder.	15.0%	7th	You can delete unnecessary things from photos taken.	17.1%
The shutter speed can be changed.	14.8%	8th	You can shoot without worrying about capacity.	12.5%
Photos and video files can be saved on a computer.	13.9%	9th	Photographs and videos can be edited on a computer.	12.1%
You can shoot with the background beautifully blurred.	12.5%	10th	You can capture the true beauty of the subject as is.	11.7%

We asked about good points of "interchangeable lens digital cameras in general, not limited to devices currently owned," and "smartphones in general, not limited to devices currently owned."

The No. 1 response for both was "You can take beautiful photos," at 53.7% for interchangeable lens digital cameras and 47.5% for smartphones. Although there was no decisive difference between the scores of the two types of devices, interchangeable lens digital cameras had the top choices that specifically indicate how one can take "beautiful" images without hesitation (the corresponding options are in bold print).

The option "You can pursue photos" is ranked third (22.7%) for interchangeable lens digital cameras, while it is far outside the top range for smartphones at 24th place (3.0%). The option " You can capture the true beauty of the subject as is" took 5th place (20.4%) for interchangeable lens digital cameras, while it is ranked 10th (11.7%) for smartphones. At the other end of the spectrum, the feature unique to smartphones, "You can delete unnecessary things from photos taken," came in 7th place (17.1%) for smartphones.

n 1000

● **Women led the "viewing photographs on SNS" category, while men led the "print at home" category.**

✓ **Enjoyment of photographs and videos: By gender (multiple answers/top)**

	Overall		Women		Men	
1st	Viewing photographs on SNS	26.9%	Viewing photographs on SNS	30.9%	Viewing photographs on SNS	23.5%
2nd	Posting photographs on SNS	18.9%	Watching videos on SNS	19.5%	Printing out photographs with home printers	20.0%
3rd	Watching videos on SNS	18.4%	Posting photographs on SNS	18.6%	Posting photographs on SNS	19.1%
4th	Watching videos on YouTube	17.7%	Watching videos on YouTube	18.4%	Watching videos on SNS	17.4%
5th	Printing out photographs with home printers	15.5%	Printing out photographs with home printers	10.1%	Watching videos on YouTube	17.2%
6th	Processing and editing photographs	10.2%	Processing and editing photographs	7.7%	Processing and editing photographs	12.4%
7th	Posting videos on SNS	8.9%	Posting videos on SNS	7.2%	Posting videos on SNS	10.2%
8th	Printing photographs at photo stores or electronics stores	7.2%	Making photobooks and photo goods	6.6%	Printing photographs at photo stores or electronics stores	8.3%
9th	Making photobooks and photo goods	7.2%	Printing photographs using online printing services	6.3%	Processing and editing videos	8.1%
10th	Processing and editing videos	6.6%	Printing photographs at photo stores or electronics stores	5.9%	Making photobooks and photo goods	7.8%
11th	Printing photographs using online printing services	5.4%	Processing and editing videos	4.8%	Socializing with fellow photographers and videographers	5.4%
12th	Socializing with fellow photographers and videographers	4.5%	Socializing with fellow photographers and videographers	3.5%	Posting videos on YouTube	5.0%
13th	Posting videos on YouTube	3.7%	Visiting photograph exhibitions and buying photo collections	3.5%	Printing photographs using online printing services	4.6%

The top responses to the question, "How do you enjoy pictures and videos?" are listed by gender. Those with a gender gap of 3% or more are shown in bold print.

The percentage of women and men who "view photographs on SNS" was 30.9% and 23.5% respectively, while the percentage of women and men who "print photographs with home printers" was 10.1% and 20.0% respectively, with a wide gap between the two groups.

In the print-related category, 6.3% of female respondents selected "Printing photographs using online printing services," compared to 4.6% of male respondents.

By age group, "Viewing photographs on SNS" remained the No. 1 choice for those in their teens through those in their 50s, but the percentage tended to decrease as the age group increased: teens (55.6%), 20s (47.5%), 30s (44.5%), 40s (28.7%), and 50s (18.0%).

The top choice among those in their 60s was "Printing out photographs with home printers," at 17.5%.

The same is true of the 70s age group, reaching 32.8%.

*n = 1000; women 457, men 540
Teens: 36, 20s: 122, 30s: 137, 40s: 181, 50s: 222, 60s: 171, 70s: 131*

● **Respondents' expectation of camera makers was for a "compact, lightweight" and "inexpensive" camera that maintains high photographic performance.**

✓ **Expectations of camera makers: By gender (multiple answers/top)**

	Overall		Women		Men	
1st	Launch of inexpensive digital cameras	25.2%	Launch of compact, lightweight digital cameras	24.7%	Launch of inexpensive digital cameras	28.1%
2nd	Launch of compact, lightweight digital cameras	23.7%	Launch of inexpensive digital cameras	21.9%	Launch of digital cameras with high photographic performance	25.2%
3rd	Launch of digital cameras with high photographic performance	21.6%	Launch of digital cameras with high photographic performance	17.5%	Launch of compact, lightweight digital cameras	23.0%
4th	Launch of inexpensive interchangeable lenses	12.7%	Launch of digital cameras with high video recording performance	11.4%	Launch of inexpensive interchangeable lenses	15.6%
5th	Launch of digital cameras with high video recording performance	12.6%	Launch of inexpensive interchangeable lenses	9.4%	Launch of digital cameras with high video recording performance	13.7%
6th	Launch of compact, lightweight interchangeable lenses	11.3%	Launch of compact, lightweight interchangeable lenses	9.2%	Launch of compact, lightweight interchangeable lenses	13.1%
7th	Launch of interchangeable lenses with high photographic performance	8.5%	Launch of interchangeable lenses with high photographic performance	4.8%	Launch of interchangeable lenses with high photographic performance	11.7%
8th	Launch of interchangeable lenses with high photographic performance	4.4%	Launch of interchangeable lenses with high photographic performance	3.3%	Launch of interchangeable lenses with high photographic performance	5.4%
9th	Dissemination of information on how to use digital cameras	4.0%	Provision of cloud services for saving photos and videos	3.3%	Dissemination of information on how to use digital cameras	4.8%
10th	Provision of cloud services for saving photos and videos	2.9%	Dissemination of information on how to use digital cameras	3.1%	Holding photo contests	3.7%
11th	Project to learn and find out about photography, photographers, and photo collections	2.9%	Project to learn and find out about photography, photographers, and photo collections	2.2%	Project to learn and find out about photography, photographers, and photo collections	3.5%
12th	Dissemination of product information through camera-related websites	2.8%	Course in manners to keep taking the photos you like	2.2%	Dissemination of product information through camera-related websites	3.5%
13th	Holding photo contests	2.8%	Projects for people who like photography to get together and talk	2.2%	Course in manners to keep taking the photos you like	3.0%

We asked respondents a very frank question: "What do you expect of camera makers?"

In the "overall" category, the top position was taken by "Launch of inexpensive digital cameras" (25.2%), followed in 2nd place by "Launch of compact, lightweight digital cameras" (23.7%) and "Launch of digital cameras with high photographic performance" (21.6%) in 3rd place.

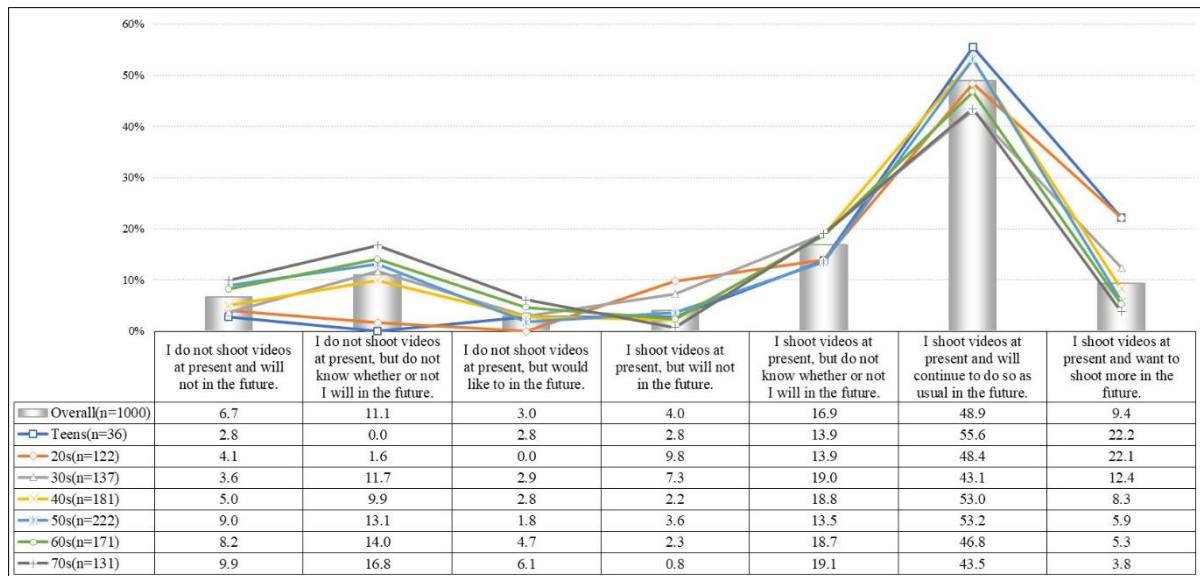
Among female respondents, the top position was taken by "Launch of compact, lightweight digital cameras" (24.7%), while male respondents rated "Launch of inexpensive digital cameras" (28.1%) in top place. Although not ranked in the first place by either men or women, both expressed the expectation that high photographic performance be maintained.

In the table, shooting performance for photographs and that for videos are shown in different colors. Although photographs take precedence, videos are also presented as a point of differentiation, which is consistent with the current situation.

n = 1000; women 457, men 540

● **More than 20% of those in their 20s and 30s will "shoot more videos in the future."**

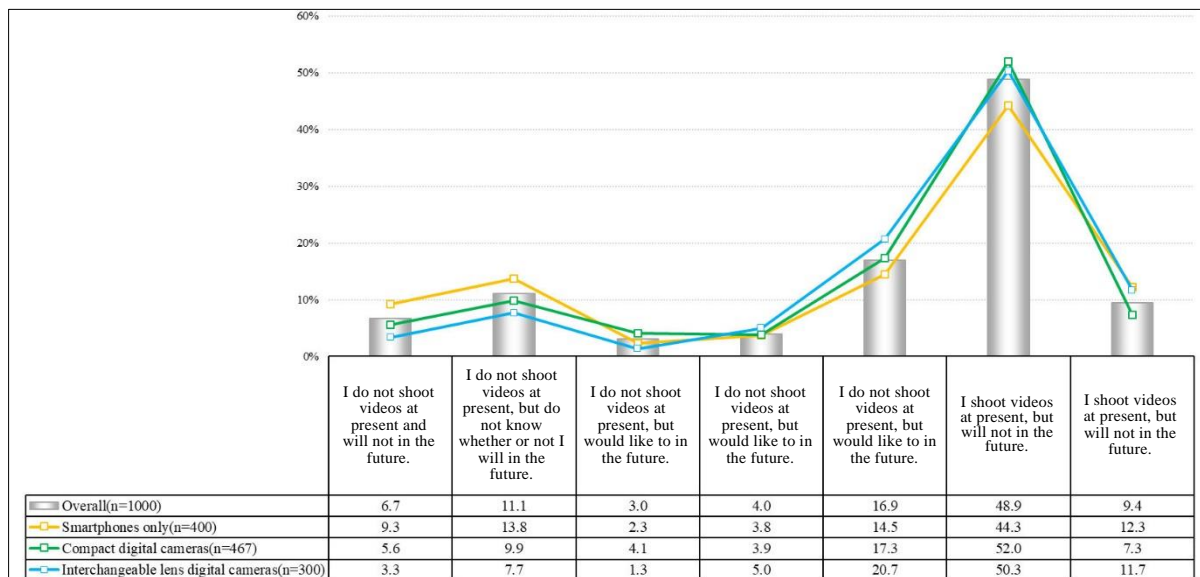
✓ **Present and future of shooting "videos": By age group (multiple answers/top)**



The most negative response was "I shoot videos at present, but will not in the future" in the middle.

In contrast, the most positive response was "I shoot videos at present and want to shoot more in the future" on the far right, which is significantly higher than the negative response in the middle for all age groups. Among these, teens (22.2%) and 20s (22.1%) showed the same degree of eagerness as in "Changes in motivation to take photographs" mentioned at the beginning of this report.

✓ **Present and future of shooting "videos": By shooting equipment (multiple answers/top)**



By shooting equipment, responses premised on not currently shooting videos (the three on the left) were somewhat more noticeable for smartphones.

● **Compared to videos, the ultimate choice is overwhelmingly photographs. Photographs are about "the aesthetics and the real pleasure of capturing a moment in time."**

✓ **Free answer: "Photographs" group vs. "videos" group**

The free answer question this time was "Which do you prefer, photos or videos?"

This may be seen as a difficult or foolish question, but we asked respondents to give the matter serious thought.

As expected, less than half of the respondents voiced their opinions, but their views were focused on specific keywords.

Free answer question: "Which do you prefer, photos or videos?" Classification by content: "Photographs" group (preference for photos) rankings		
1st	58 respondents	The aesthetics and the real pleasure of capturing a moment in time
2nd	55 respondents	Easy to take photographs and accustomed to doing so
3rd	31 respondents	Photos become memories
4th	28 respondents	Pleasure and ease of viewing
5th	23 respondents	High level of expressiveness
-	32 respondents	Others
-	102 respondents	"I prefer photographs" (No reason given)
Total	329 respondents	

"Photographs" No. 1: The aesthetics and the real pleasure of capturing a moment in time

"Instant," "moment," and "capture" were the key words and power words of the "photographs" group.

- ▶ "Photographs are interesting because they can capture a moment in time" (teens, man, interchangeable lens digital camera)
- ▶ "I like the sense of tension." (Teens, man, interchangeable lens digital camera)
- ▶ "Getting a good shot makes me really happy, and it's a lot of fun to capture a moment." (20s, woman, interchangeable lens digital camera)
- ▶ "I love taking photographs because that's when I can surrender to the moment I want to photograph and truly be myself." (20s, woman, interchangeable lens digital camera)
- ▶ "Because I want to focus on the moment." (20s, man, compact digital camera)
- ▶ "Because I think it's good to be able to capture a particular moment in a single photograph." (20s, man, smartphone)
- ▶ "It is difficult to capture the best moment, but I like the satisfaction I feel when I get the shot." (30s, woman, interchangeable lens digital camera)
- ▶ "I can imagine a lot of things in that one moment." (30s, woman, smartphone)
- ▶ "I can retain a dynamic moment." (40s, woman, interchangeable lens digital camera)
- ▶ "I think it is photographs that can capture the moment. I like to capture the photo opportunity." (50s, woman, interchangeable lens digital camera)
- ▶ "Because I am attracted to things that capture a moment, a fleeting instant." (50s, woman, smartphone)

- ▶ "I want to preserve exquisite scenes of a moment that would be missed in a video." (50s, woman, smartphone)
- ▶ "Because it's a one-shot deal." (50s, man, interchangeable lens digital camera)
- ▶ "Being able to preserve the reality of a moment thrills me." (50s, man, compact digital camera)
- ▶ "Capturing the beauty of a moment is one of the most important aspects of photography, and is not something that can be done with video." (50s, man, compact digital camera)
- ▶ "I like that the world stands still." (50s, man, interchangeable lens digital camera)
- ▶ "The real pleasure comes from capturing a moment in time." (60s, man, compact digital camera)
- ▶ "I want to pursue the beauty of the moment." (60s, man, compact digital camera)
- ▶ "It's interesting to capture time and subjects from a unique perspective. Videos are troublesome to edit." (60s, man, interchangeable lens digital camera)
- ▶ "I like to capture a moment of the subject." (60s, man, compact digital camera)
- ▶ "You can hold on to the emotion of the moment. It's wonderful." (70s, woman, compact digital camera)
- ▶ "I like and want to impart the momentary feeling." (70s, man, compact digital camera)
- ▶ "Capturing a one-time momentary chance." (70s, man, interchangeable lens digital camera)
- ▶ "There is joy in capturing the moment." (70s, man, interchangeable lens digital camera)
- ▶ "What I like about photography is the tension of being able to capture a momentary movement or expression in a split second. I make a lot of mistakes and am rarely satisfied with the results, but the tension and satisfaction of capturing a moment is irresistible and wonderful." (70s, man, interchangeable lens digital camera)
- ▶ "Because I find it enjoyable when I concentrate on the moment and press the shutter." (70s, man, interchangeable lens digital camera)
- ▶ "I've been a photographer for decades, and I like to take pictures that pinpoint my feelings at that very moment." (70s, man, interchangeable lens digital camera)
- ▶ "I can retain the beauty of the moment." (70s, man, interchangeable lens digital camera)

Do you prefer photographs? Do you prefer videos? The responses to these questions that were irresponsibly thrown out were overwhelmingly enthusiastic. The theory is that in such a report, we should probably limit ourselves to a few examples, but please understand that there was no way to narrow down the opinions amidst the storm of words that touched on the essence of photographs.

"The Decisive Moment," Henri Cartier-Bresson, photography has come so far.

"Photographs" No. 2: Easy to take photographs and accustomed to doing so.

- ▶ "Because it's easy." (Teens, woman, smartphone)
- ▶ "Because it's easy and quick." (20s, woman, compact digital camera)
- ▶ "I used to be mainly a photographer, so I'm more used to taking photos." (50's, man, compact digital camera)
- ▶ "Because I can take pictures easily, and trim and record them. Shooting video is difficult nowadays because you have to be considerate of your surroundings." (50s, woman, compact digital camera)
- ▶ "Because it's easy to take a lot of pictures." (50s, woman, interchangeable lens digital camera)
- ▶ "Probably because I'm used to taking photos." (50s, man, interchangeable lens digital camera)

"Photographs" No. 3: Photos become memories.

- ▶ "It's like capturing a moment of memory. Photos remind me of the scene when I look back on them later." (Teens, woman, interchangeable lens digital camera)
- ▶ "Because photos remain as a more realistic memory than videos." (20s, man, smartphone)
- ▶ "I can easily look back and share my precious memories." (30s, woman, interchangeable lens digital camera)
- ▶ "Videos are fun, but interesting photographs miraculously taken at a moment in time are funnier and more memorable, and that's what I like." (40s, woman, smartphone)
- ▶ "Photographs bring back more memories. We can talk about them." (50s, woman, interchangeable lens digital camera).
- ▶ "Memories can be preserved as expressions." (60s, man, interchangeable lens digital camera)

"Photographs" No. 4: Pleasure and ease of viewing

- ▶ "Because I can develop the film and keep the photos in an album as an object" (Teens, man, interchangeable lens digital camera)
- ▶ "I like to print photos out and put them away in an album." (20s, woman, smartphone)
- ▶ "Because a photo is a still image, I can look at the details more closely." (20s, man, interchangeable lens digital camera)
- ▶ "Because you can display photos." (30s, man, interchangeable lens digital camera)
- ▶ "Because it's easy to look at photos later." (40s, woman, smartphone)
- ▶ "I can print photos out and enjoy reminiscing as I take my time looking at them whenever I like." (60s, woman, smartphone)

"Photographs" No. 5: High level of expressiveness

- ▶ "Because I'm happy when I can take beautiful pictures." (Teens, man, smartphone)
- ▶ "Because it's interesting to see difference in photos depending on the person who takes them." (20s, man, interchangeable lens type)
- ▶ "Because I can take more beautiful still pictures." (30s, woman, interchangeable lens digital camera)
- ▶ "I am happy when I can take a good picture." (30s, man, compact digital camera)
- ▶ "I try to take pictures that are as close to the real thing as possible." (60s, woman, smartphone)
- ▶ "Photos are Interesting and have depth." (70s, man, interchangeable lens digital camera)

Free answer question: "Which do you prefer, photos or videos? Classification by content: "Videos" group (preference for videos) rankings		
1st	8 respondents	The pleasure of watching videos
2nd	7 respondents	Videos become memories
3rd	7 respondents	Videos convey the situation
-	11 respondents	Others
-	11 respondents	"I prefer videos." (No reason given)
Total	44 respondents	

Videos: "The pleasure of watching videos," "Videos become memories," "Videos convey the situation"

When it comes to the ultimate choice, a one-on-one duel with "photographs," preferences for "videos" are extremely few and far between.

The pleasure of watching videos

- ▶ "Because children in videos are funny. I can share videos with family members far away through Mitene (family photo sharing app). (40s, woman, smartphone)
- ▶ "It's fun to edit videos as a story. Videos become memories. I can add background music to videos and keep them as a stylish item." (50s, man, compact interchangeable lens digital camera)

Videos become memories

- ▶ "I prefer to take videos of my pets because then I can keep my memories of them at the time." (40s, man, compact digital camera)
- ▶ "Because I can keep the action as a memory." (60s, man, smartphone)

Videos convey the situation

- ▶ "It's easy to tell what was going on at the time." (30s, woman, smartphone)
- ▶ "Because the movement gives a sense of reality and realism, and it feels real." (40's, man, compact digital camera)

**Free answer question: "Which do you prefer, photos or videos?
Classification by content: "Both" group (including unspecified) rankings**

1st	24 respondents	I use photographic and video cameras differently.
2nd	12 respondents	Photos and videos become memories
-	24 respondents	Others
-	33 respondents	Reason not given
Total	93 respondents	

"Both photographs and videos" group: "I use photographic and video cameras differently" "Photos and videos become memories."

On the whole, there were more respondents who answered "Both photographs and videos" or unspecified than those who specified "videos."

I use photographic and video cameras differently.

- ▶ "I may feel like taking pictures or videos at any given moment, so I need both." (40s, woman, compact digital camera)
- ▶ "Photos are impressive in terms of facial expressions, and videos, including sound, convey a sense of realism." (60s, male, compact digital camera).
- ▶ "Probably because I want to enjoy flowers with photos and sports events with videos, depending on the occasion." (60s, male, smartphone)
- ▶ "I prefer photographs for taking pictures of flowers, birds, or landscapes." Videos are fun for pets, children and festivals. I can't do without either one " (70s, female, interchangeable lens digital camera)

Photos and videos become memories and records

- ▶ "I like both. I think the beauty of being able to capture that moment is what makes it so appealing. The image of my child when I was raising her, or a moment when I was out ... Of course, they will remain in my memory, but I think that by preserving those moments in photos and videos, the memories will become even more profound." (40s, female, smartphone)
- ▶ "I take pictures as memories and videos as records" (70s, female, smartphone)

We would like to express our gratitude to everyone who participated the survey.

CIPA will hold CP+ 2024 from Thursday, February 22 to Sunday, February 25, 2024.

The results of this survey will be reported during the CIPA Market Seminar at CP+ 2024.

- Inquiries about this report
Camera & Imaging Products Association (CIPA)
E-mail: infostat@cipa.jp