

◆ The U.S Point of View (POV) Imaging Market ◆

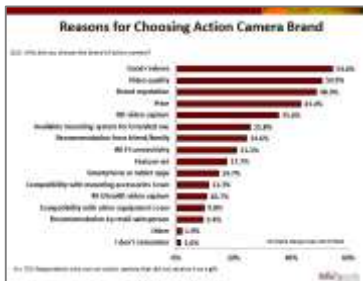
完成のご案内

米国市場：POVカメラ市場 - 市場セグメント & 市場規模

アクション/ウェアラブル・カメラで有名となった GO PRO が、IPO(上場)にて \$2.95 billion の資産を形成しました。過去数年、イメージ業界の多くの企業 (Contour, Garmin, iON, Panasonic, and Sony) が市場参入をしています。



機器・アクセサリの販売は「収益の大きなビジネス」に成長すると期待され、当社調査でも、アクションカメラ・POV カメラは大きな可能性を示しています。

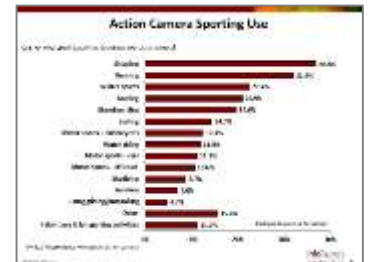


POV 市場は新領域に拡大しつつあり、特にウェアラブルカメラ・ヘッドアップディスプレイにおいては、日常生活の撮影を、新しく、より良い方法で共有・編集・保存ができるアプリ・サービスの出現が期待されます。



■ 調査目的:

- Awareness and ownership
- Attitudes and behaviors of POV device users
- Purchase interest among non-owners
- Likes and dislikes associated with various POV devices
- Buying process, including channel, sources of information, and brand preference



■ 調査で確認する Key Questions:

- 利用者のユーザグループは？ (Who are the different user group?)
- 現在および将来の POV 所有者の知識レベルは？
(What do current and potential device owners know about today's POV imaging market?)
- デバイスに対するニーズは？ (What are the unmet device needs?)
- どんなコンテンツを取り込むか？ (What type of content is being captured today?)
- コンテンツの共有の方法は？ (How is content being shared, stored, viewed?)
- どんなタイプのソフト、サービス、アプリが使われるか？
(What types of software, services and apps will drive usage?)
- 未開拓のアクセサリはあるのか？ (Is there an untapped accessories opportunity?)
- POV の次は何が来るか？ (What's next for the POV imaging segment?)
- 一般消費者とプロフェッショナルにおける使用状況の違いは？ (How do consumer and pro usage vary?)



■ 調査方法

- ウェブ調査 (1,540 件) = Action Camera 保有者 (899 件)、Potential Buyer (641 件)
- インタビュー調査 = Action Camera 保有者 14 件
- ベンダー・チャンネルインタビュー

■ 調査地域

- 米国

■ 担当アナリスト

- ED LEE Group Director : Worldwide Consumer and Professional Imaging Services



■ 納品物 (詳細は、英文企画書の p.8 をご確認ください)

- 分析レポート、
- サマリースライド (PowerPoint)
- クロス集計表
- ウェブプレゼンテーション (optional + \$2,000)



■ 調査スケジュール

- 2015 年 3 月末 完成

■ 調査費用(税別)

- 基本価格: US\$14,500

調査レポート PPT 資料集 目次

1. InfoTrends Point-of-View Imaging Multi-Client Study Web Survey – Topline Summary Charts
2. Additional Chart Data
3. Age
4. State (1)
5. State (2)

6. Action Camera Awareness/Ownership
7. Interest in Owning an Action Camera
8. Reasons for Lack of Interest in Action Camera
9. Lifelogging Camera Awareness/Ownership
10. Interest in Owning a Lifelogging Camera
11. Reasons for Lack of Interest in Lifelogging Camera
12. Wearable Camera Awareness/Ownership
13. Interest in Owning a Wearable Camera
14. Reasons for Lack of Interest in Wearable Camera

15. Action Cameras
16. Number of Action Cameras Owned (Means)

17. Action Camera Brand
18. Action Camera Brand(s)
19. Newest Action Camera Brand
20. Newest Action Camera Length of Ownership
21. Amount Spent on Newest Action Camera
22. Other Cameras Used for Shooting Video
23. Purpose of Video Shot with Action Camera
24. Newest Action Camera Purchase Method
25. Newest Action Camera Purchase Location
26. Newest Action Camera Purchase – Specialty Sports Retailer
27. Reasons for Choosing Action Camera Brand
28. Other Action Camera Brands Considered
29. Reasons for Choosing to Purchase an Action Camera
30. Top Info Sources for Action Camera Purchase
31. Action Camera Frequency of Use
32. Reasons for Not Using Action Camera More Often
33. New Action Camera: Predicted Frequency of Use
34. New Action Camera: Intended Types of Video Capture
35. New Action Camera: Intended Sporting Activity Use
36. New Action Camera: Intended Non-Sporting Use
37. Purpose of Action Camera
38. Action Camera Video/Photo Capture Mix
39. Action Camera Types of Video Capture
40. Action Camera Subjects
41. Action Camera Sporting Use
42. Action Camera Non-Sporting Use
43. Action Camera Average Video Clip Length
44. Action Camera Features Liked
45. Action Camera Features Disliked
46. Action Camera Features Wish List
47. Action Camera Features Most Valued
48. Frequency of Using More than One Action Camera at a Time
49. Viewing Action Camera Videos
50. Frequency of Action Camera Video Editing
51. Devices Used to Edit Action Camera Video
52. Sources of Video Combined with Action Camera Video
53. Apps Used to Edit Action Camera Video
54. Software Used to Edit Action Camera Video
55. Website Used to Edit Action Camera Video
56. Frequency of Sharing Action Camera Video
57. Methods of Sharing Action Video
58. Storage Location of Action Camera Video
59. Online Cloud Services Used to Store Action Camera Video
60. Method Used to Take Action Camera Still Photos
61. Action Camera Still Photo Activities
62. Action Camera Accessories Owned
63. Action Camera Accessories Frequency of Use
64. Amount Spent on Action Camera Accessories
65. Interest in Purchasing Action Camera Accessories
66. Interest in Purchasing Action Camera Accessories (Mean)
67. Timeframe for Action Camera Purchase (Non-owners)
68. Expected Purpose of Action Camera (Non-owners)
69. Expected Types of Action Camera Video Capture (Non-owners)
70. Expected Action Camera Sporting Activities (Non-owners)
71. Action Camera Non-Sports Attachments of Interest (Non-owners)
72. Action Camera Brands Under Consideration (Non-owners)
73. Expected Spending on Action Camera (Non-owners)

- 74. Action Camera Accessories of Interest (Non-Owners)
- 75. Top Info Sources for Action Camera Purchase (Non-owners)

76. Lifelogging Cameras

- 77. Lifelogging Camera Brand
- 78. Lifelogging Camera Length of Ownership
- 79. Amount Spent on Lifelogging Camera
- 80. Lifelogging Camera Purchase Location
- 81. Lifelogging Camera Frequency of Use
- 82. Reasons for Not Using Lifelogging Camera
- 83. Purpose of Lifelogging Camera
- 84. Reasons for Using Lifelogging Camera
- 85. Frequency of Photos Taken With Lifelogging Camera
- 86. Lifelogging Camera Photo Activities
- 87. Activities Done with Best Lifelogging Camera Photos
- 88. Interest in Lifelogging Camera that Captures Video
- 89. Timeframe for Lifelogging Camera Purchase (Non-owners)
- 90. Expected Purpose of Lifelogging Camera (Non-owners)
- 91. Expected Use of Lifelogging Camera (Non-owners)
- 92. Top Info Sources for Lifelogging Camera Purchase (Non-owners)
- 93. Wearable Cameras
- 94. Wearable Camera Brand
- 95. Wearable Camera Length of Ownership
- 96. Amount Spent on Wearable Camera
- 97. Wearable Camera Purchase Location
- 98. Wearable Camera Frequency of Use
- 99. Reasons for Not Using Wearable Camera
- 100. Purpose of Wearable Camera
- 101. How Wearable Camera is Worn
- 102. Reason for Using Wearable Camera
- 103. Timeframe for Wearable Camera Purchase (Non-owners)
- 104. Expected Purpose of Wearable Camera (Non-owners)
- 105. Expected Use of Wearable Camera (Non-owners)
- 106. Wearable Camera Brands Under Consideration (Non-owners)
- 107. Top Info Sources for Wearable Camera Purchase (Non-owners)

108. Demographics

- 109. Type of Videographer
- 110. Type of Photographer
- 111. Approach to New Technology
- 112. Gender
- 113. Race
- 114. Annual Household Income
- 115. Marital Status

米国のボストンに本社を置く InfoTrends 社の日本法人。デジタルイメージング市場、ドキュメントソリューション市場に特化した調査活動で高い評価を得ており、市場動向の分析レポートの企画販売、コンサルティングサービスを行っています。株式会社インフォトレンドズは、アジア地域の調査活動を統括し、日本国内のお客様にワールドワイドの調査分析レポートの販売、コンサルティングサービスの提供を行っております。

株式会社インフォトレンドズ（担当：清水、水村） <http://www.infotrends.co.jp/corporate-profile/>
〒150-0013 東京都渋谷区恵比寿 1-13-6 恵比寿 IS ビル 8F
TEL:03-5475-2663 FAX:03-5475-2710 Email: mail@infotrends.co.jp