

Photo sharing: trillions and rising

Deloitte Global predicts that in 2016,

2.5 trillion photos

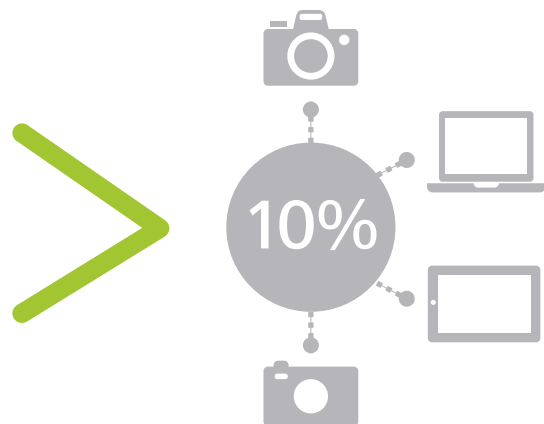
will be shared or stored online,

a 15% increase on the prior year.

About three-quarters of this total will be shared, and the remainder backed up online.

Deloitte's estimate is that over

90% of these photos will have been taken over smartphones



Digital SLRs, compact cameras, tablets and laptops will collectively contribute the remainder.



Why is it rising?

- ✓ Ease of uploading / sharing
- ✓ Increased network speeds
- ✓ Ubiquity of smartphones
- ✓ Online photo back-up services
- ✓ Increase in quality of smartphone cameras
- ✓ Large number of photosharing apps

Deloitte.

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