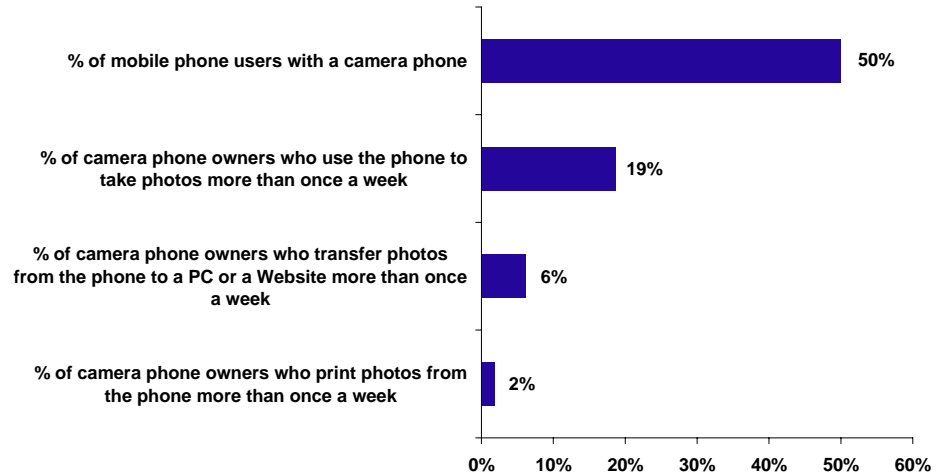


**Synopsis** **Camera Phone Ownership and Usage**

This report examines the technologies and applications for image capturing, organizing, editing, archiving, printing, and sharing on mobile phones. It draws on Parks Associates' extensive consumer research on mobile multimedia trends and highlights monetization opportunities for handset makers and mobile carriers.

**U.S. Camera Phone Ownership and Usage**



Source: *Mobile Entertainment Platforms and Services, 2nd Edition*, an Internet survey of 2,000 consumers © 2008 Parks Associates

**Publish Date:** 4Q 08

"More than fifty percent of mobile phone users have a built-in camera feature on their handsets, but only a fraction use it frequently," said Harry Wang, Director, Health & Mobile Product Research, Parks Associates. "This mainstream feature has yet to bring significant revenues to mobile operators, and handset makers' interest in camera feature upgrade is low. Operators should consider combining imaging applications with other mobile solutions, such as GPS and social networking, to enable value-added services that truly matter to consumers."

**Contents**

**The Bottom Line** is a concise, executive-level summary of the current state of the market and the implications for companies doing business in this space.

A Parks Associates **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

**The Bottom Line**

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