

March 2013

Pocketography: the democratization of photography

Everyone and their dog (a real-ish stat) has a mobile phone with 8-plus megapixels in their pocket right now, ready to shoot everything from the lunch on their plate to the election of a new Pope. And, this year, with smartphone sales expected to outnumber other cell phone sales for the first time ever (I know, we were shocked that this wasn't already the case, too), the best camera really will be the one you have with you — right in your pocket.

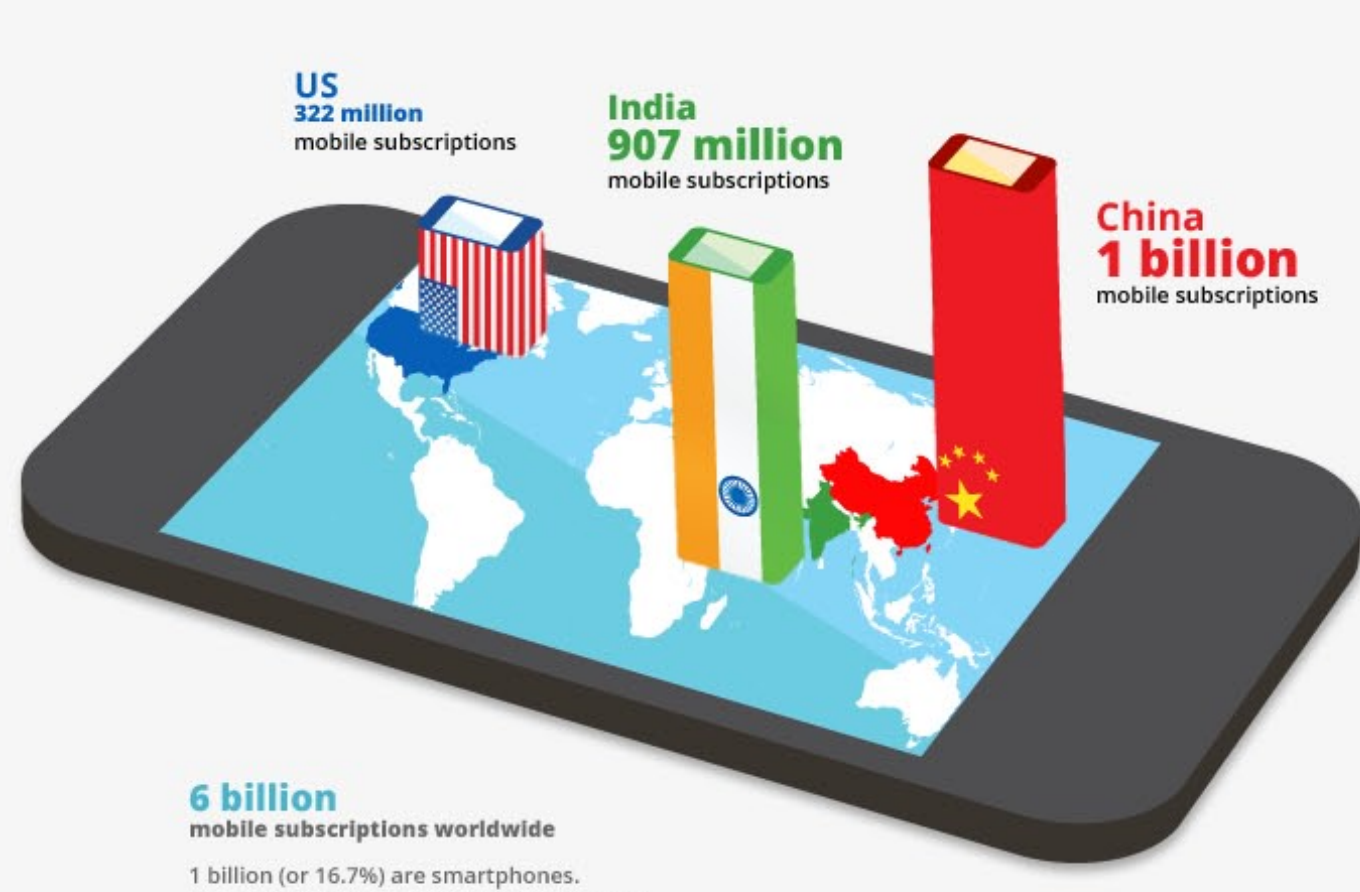
Pocketography

the democratization of photography

When you take high-quality camera phones, combine them with sophisticated social media apps and put them in the pockets of nearly every human on the planet, what you get is a whole new way of documenting history. And cats.

Global mobile

In 2013, smartphone sales are expected to surpass other cell phone sales for the first time ever. Combined with increased internet usage, this signifies a big boom for social photography.

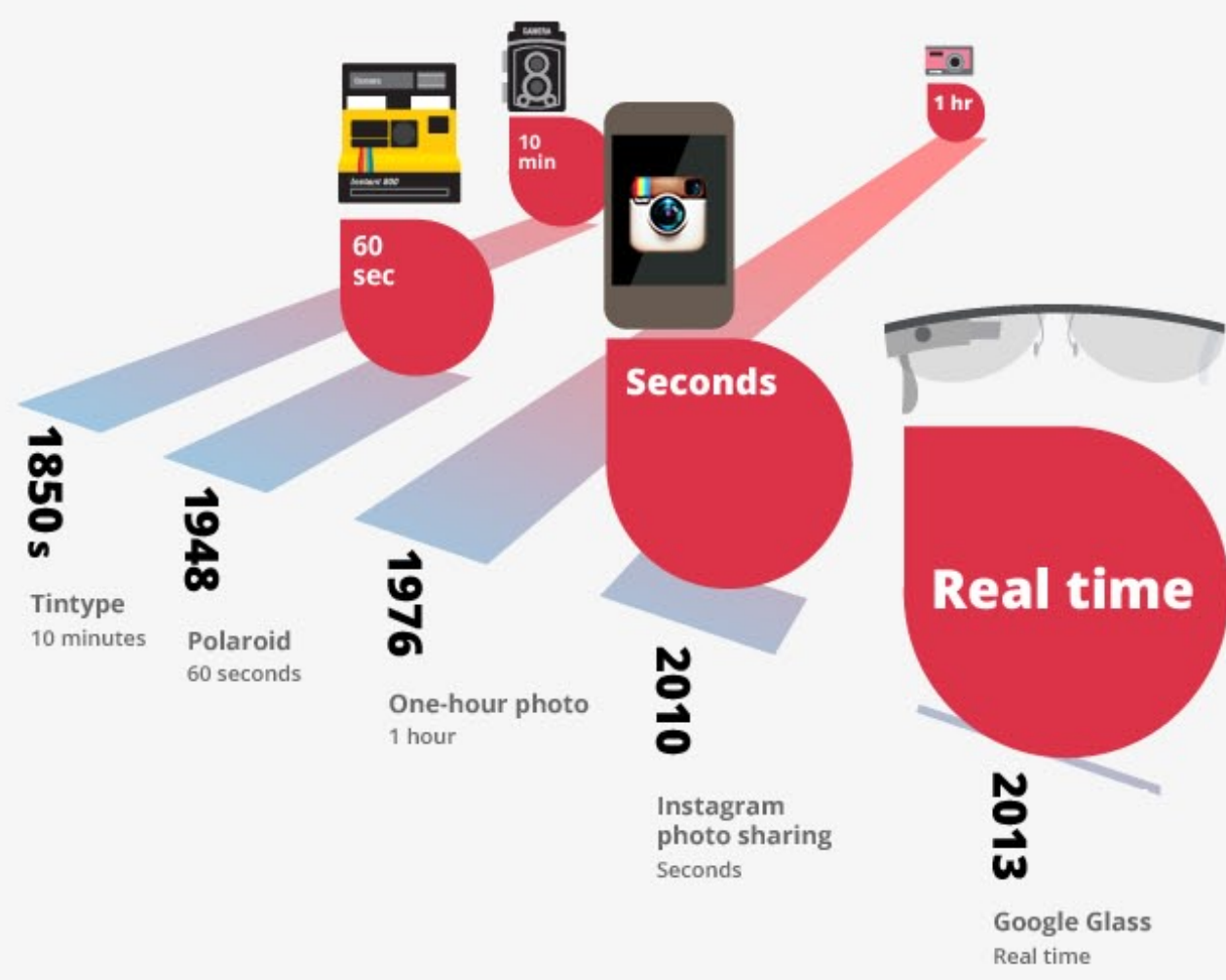


6 billion mobile subscriptions worldwide

1 billion (or 16.7%) are smartphones. That's up 46.6% from a year ago. There are 2.3 billion internet users worldwide. That's a 100% increase from 5 years ago. 65% of the growth is in developing nations.

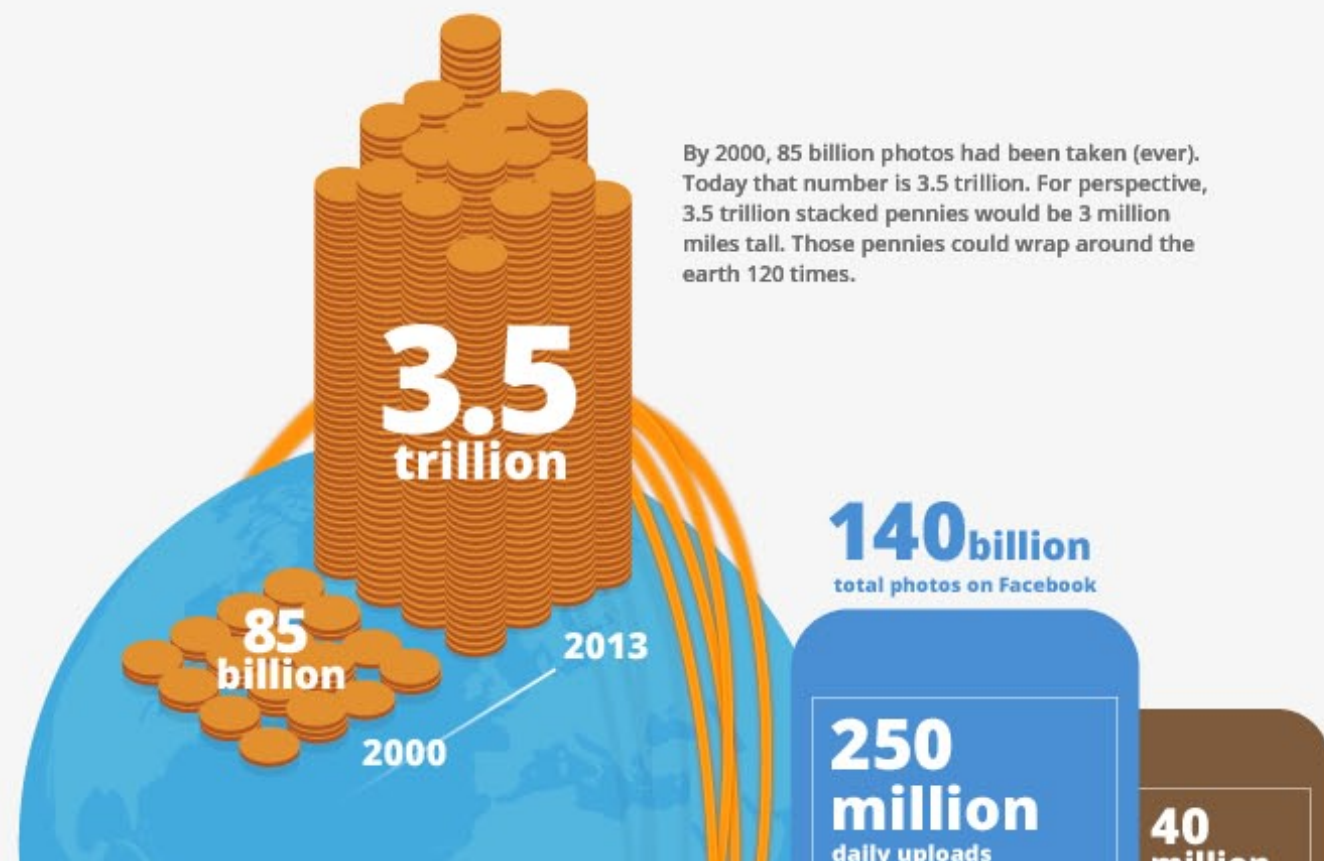
"Instant" photo sharing over the years

Tintype was the first "instant" photograph, and you had to sit perfectly still for 15 seconds (and wait another 10 minutes to get a print you could show off). With Google Glass, you'll be able to capture and share real-time footage of all the cool things you do on the move, like skydive or trip on the sidewalk.



Shutter-happy

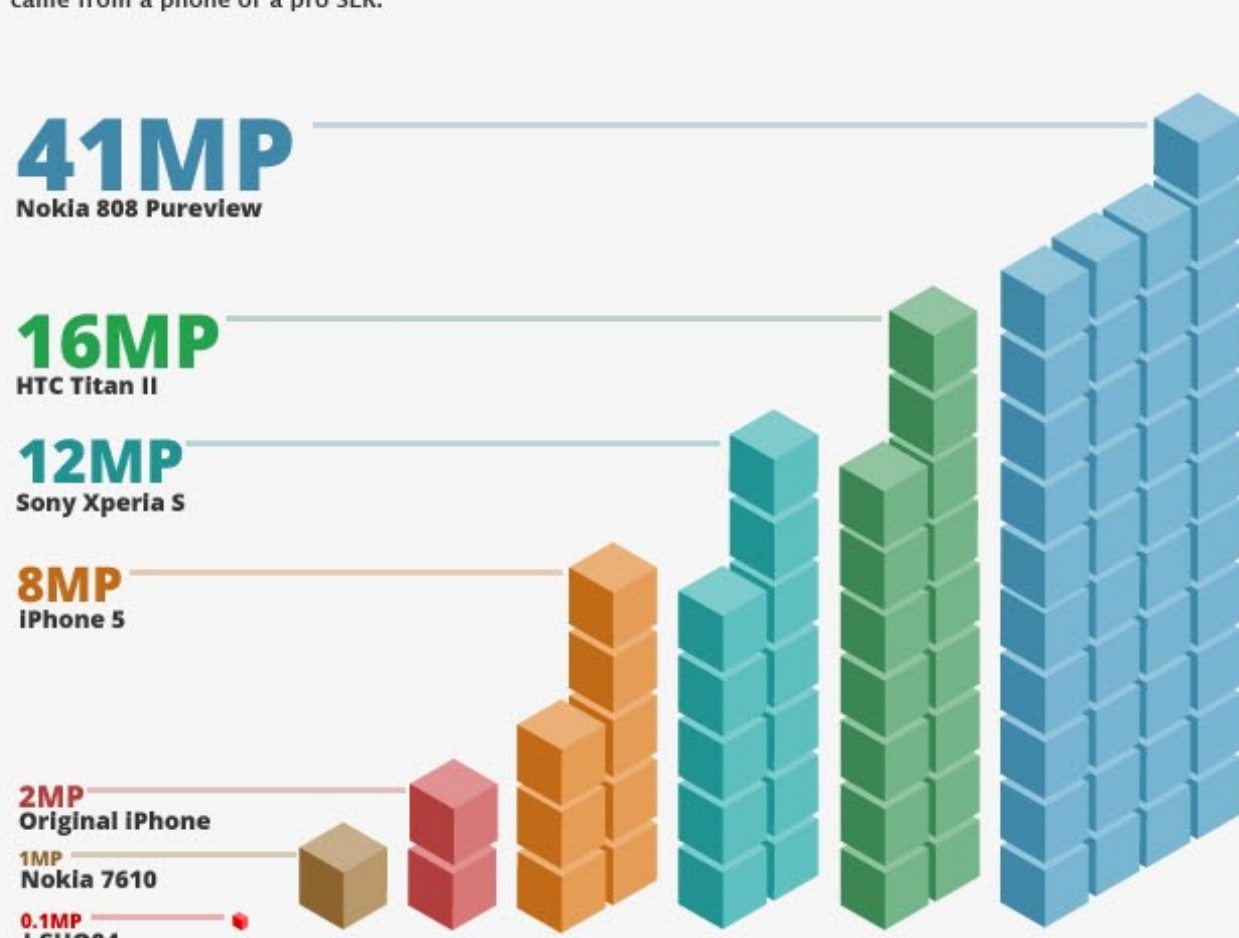
The total number of photos on Facebook, which document our beers, babies and bacon obsessions, is 10,000 times more than the total number of photos in the U.S. Library of Congress, which document U.S. history since the beginning of time.



By 2000, 85 billion photos had been taken (ever). Today that number is 3.5 trillion. For perspective, 3.5 trillion stacked pennies would be 3 million miles tall. Those pennies could wrap around the earth 120 times.

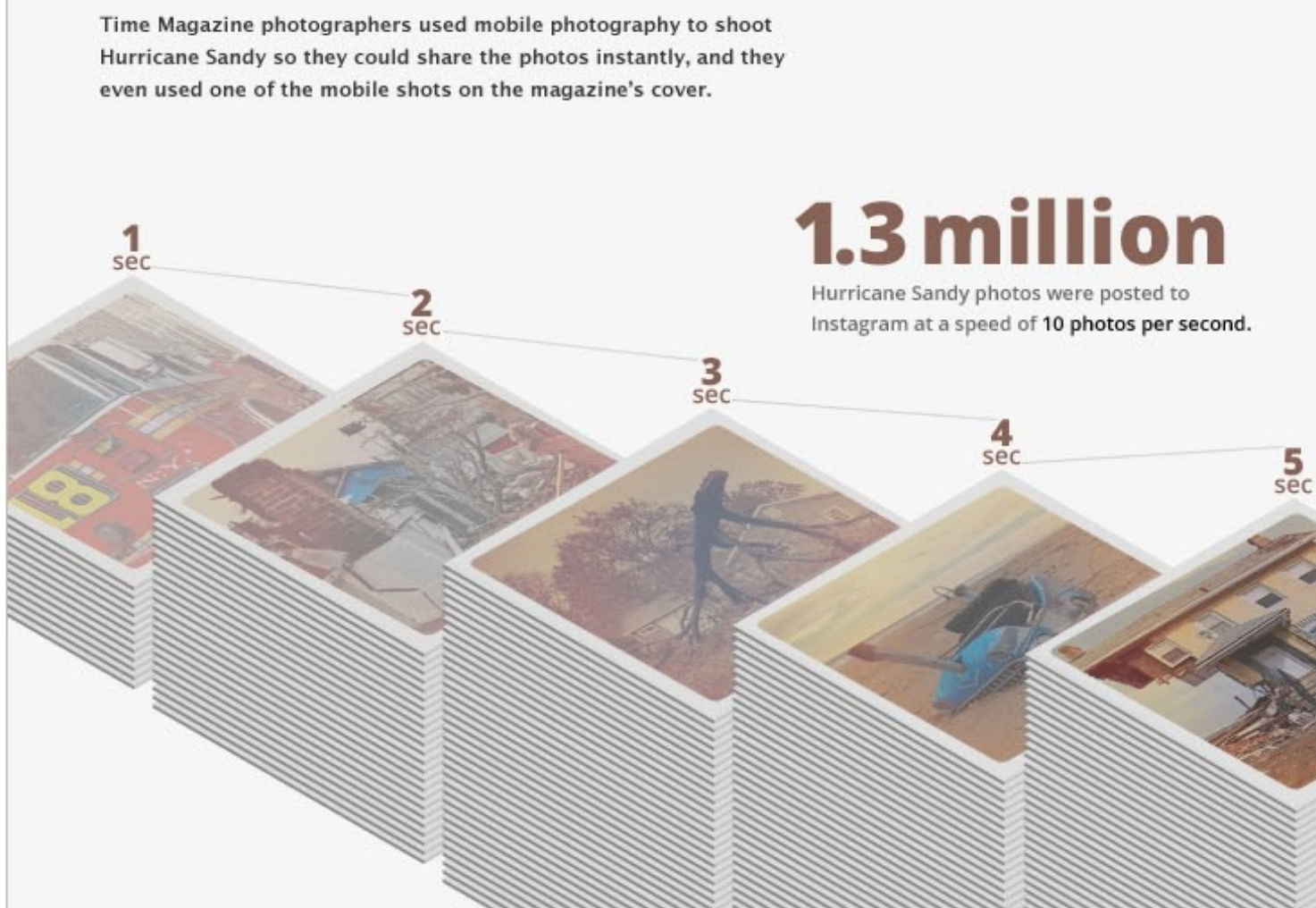
Mega-megapixels

When camera phones only a megapixel (or less), it was obvious which photos were shot via mobile. Now, with mobile cameras rocking anywhere from 8 to 41 megapixels, it's hard to tell if a photo came from a phone or a pro SLR.



Mobile journalism

Time Magazine photographers used mobile photography to shoot Hurricane Sandy so they could share the photos instantly, and they even used one of the mobile shots on the magazine's cover.



Sources

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