

KEY TAKEAWAYS:

SHUTTERFLY REMAINS
AMONG THE TOP IMAGE
PUBLISHING PLATFORMS
USED BY CONSUMERS.

ADOPTION OF COMPETITORS
LIKE MIXBOOK AND MPIX
APPEARS TO HAVE SLOWED
SEQUENTIALLY.

SHUTTERFLY USERS ARE
INCREASINGLY LIKELY TO
SAY THEY WILL USE
SHUTTERFLY MORE OFTEN
GOING FORWARD THAN THEY
DO NOW.

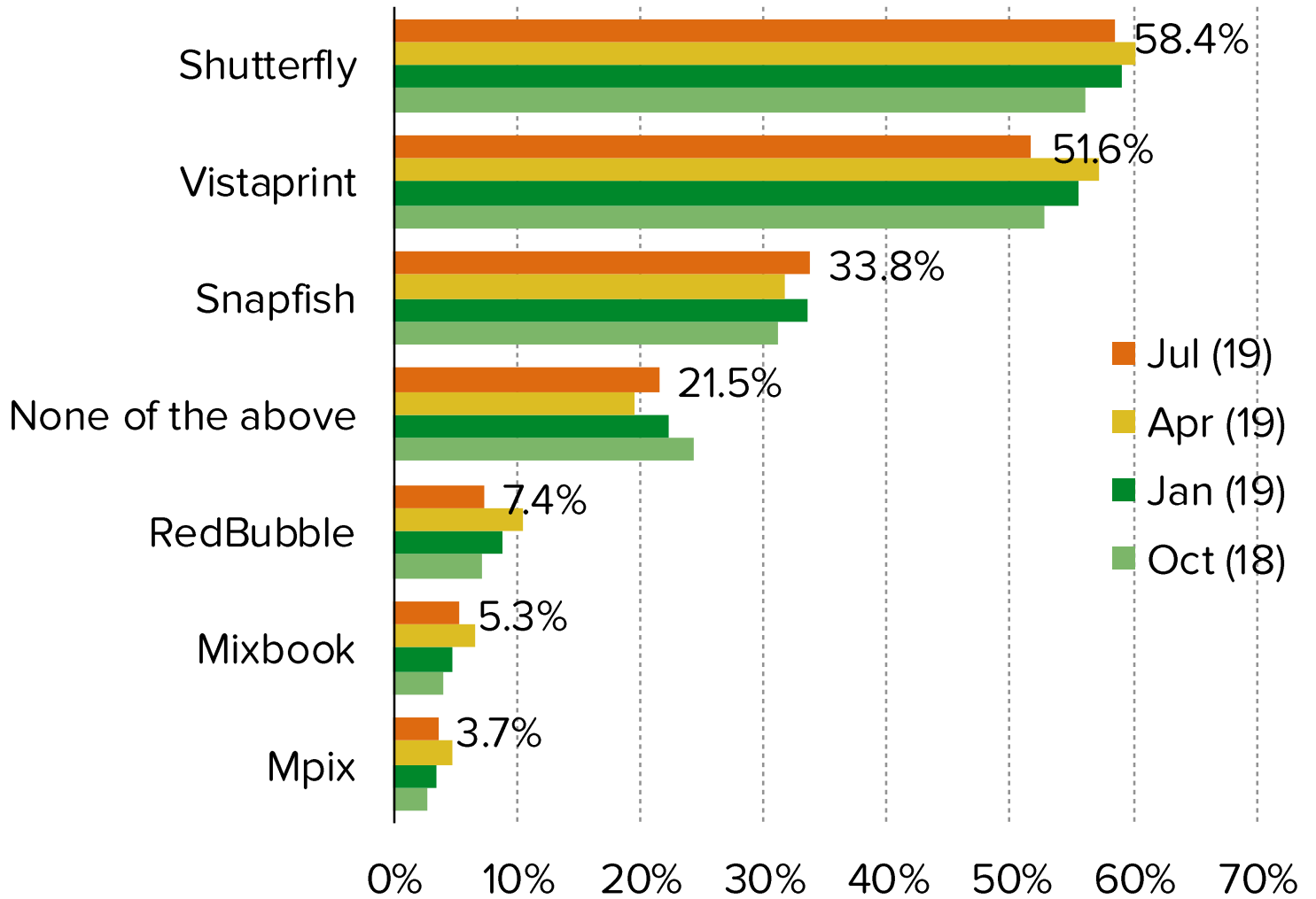
SHUTTERFLY USERS
PRIMARILY USE THE
PLATFORM FOR PICTURES
AND PHOTOBOOKS.

Streaming Media Usage and Consumer
Attitudes/Engagement in International Markets.

PHOTO PLATFORMS

ARE YOU AWARE OF ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



Photos and Printing Platforms

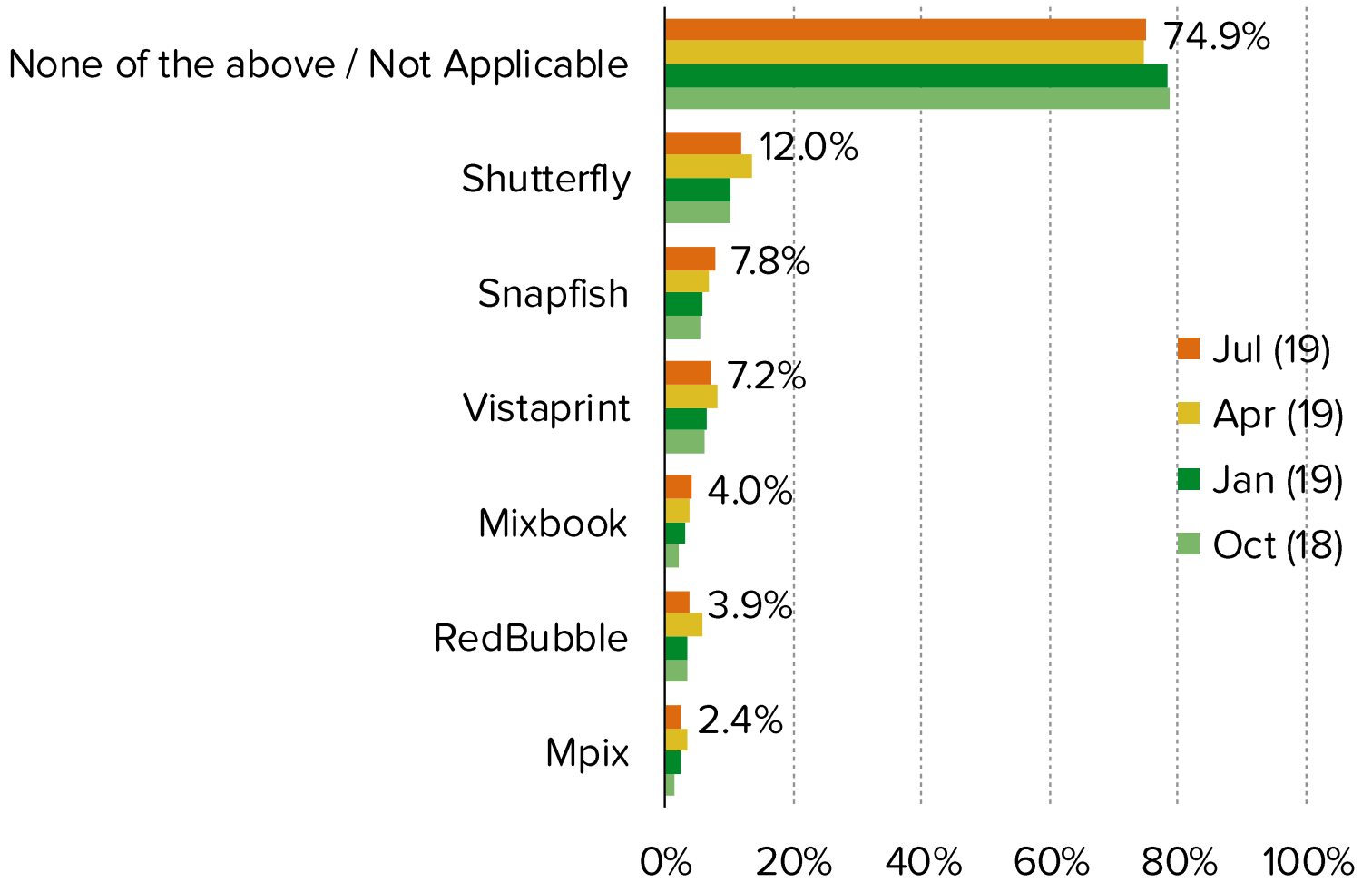
IF YOU NEEDED IMAGE PUBLISHING (PHOTO BOOKS, CARDS & STATIONARY, PRINTS, CALENDARS, GIFTS) WHICH WOULD YOU BE MOST LIKELY TO GO TO?

Posed to all respondents.



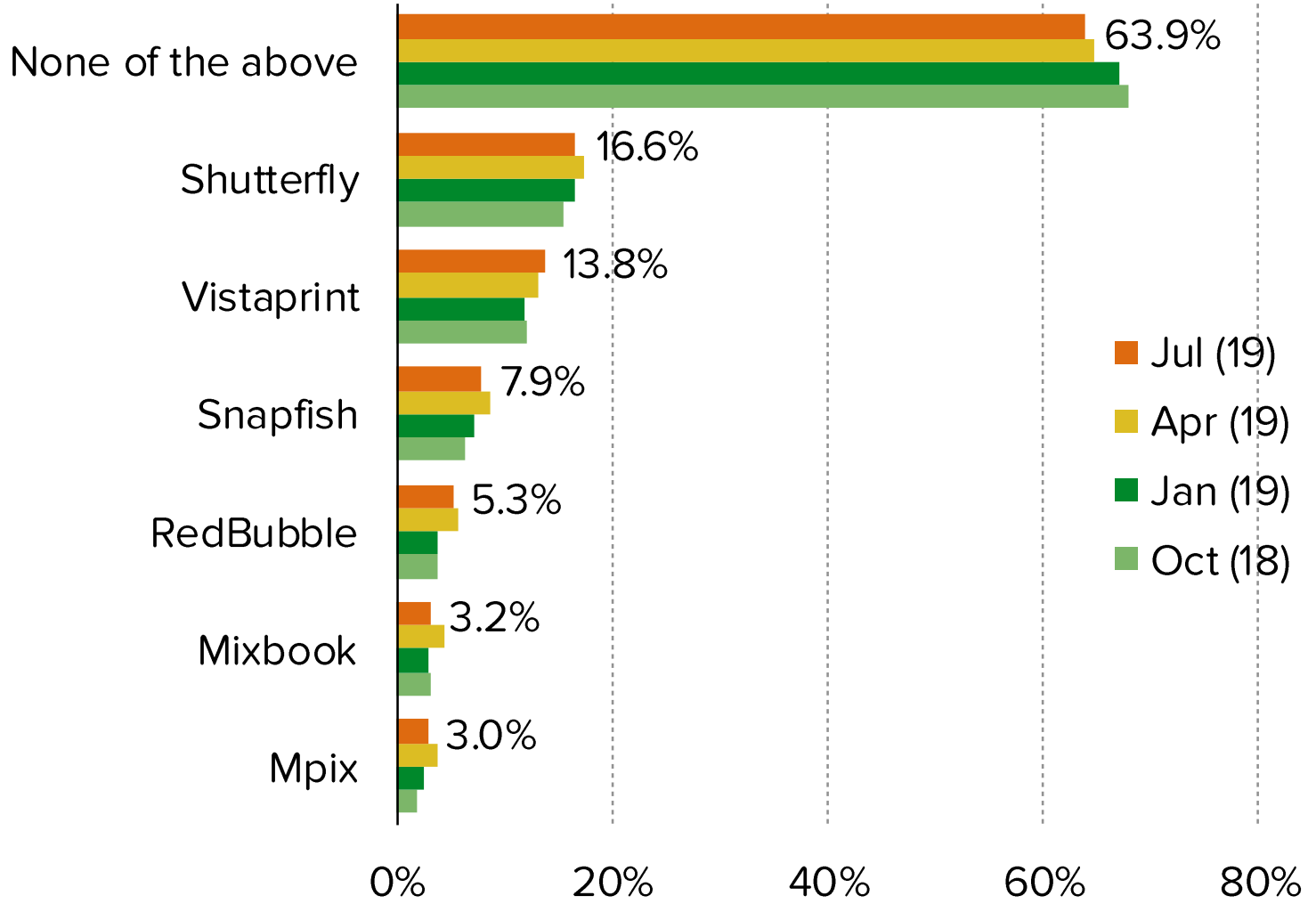
DO YOU HAVE ANY OF THE FOLLOWING APPS DOWNLOADED ON YOUR SMARTPHONE? (SELECT ALL THAT APPLY)

Posed to all respondents.



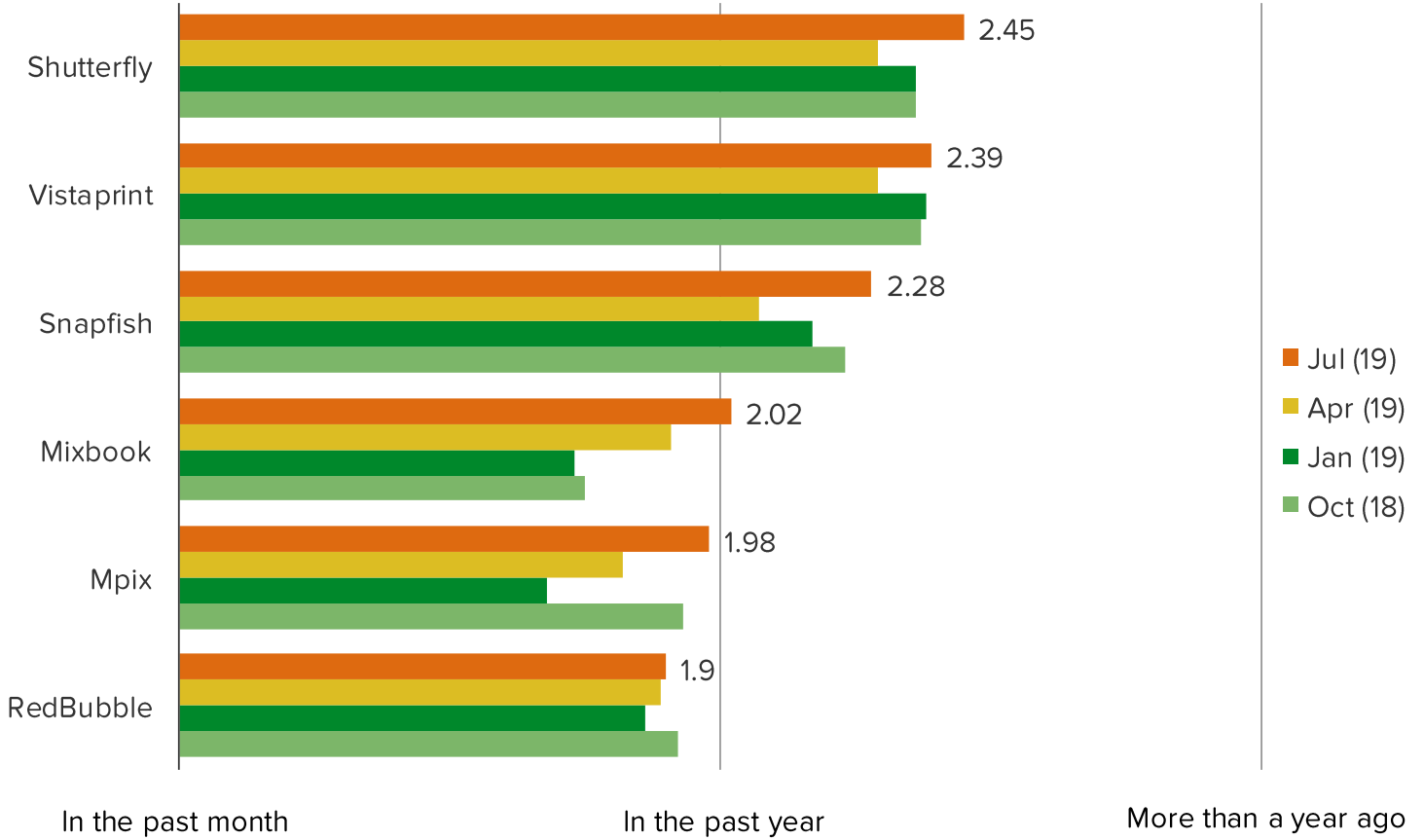
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



WHEN DID YOU FIRST START USING THIS PLATFORM?

Posed to respondents who regularly or occasionally use each platform.



DO YOU EXPECT TO USE THIS SITE/APP MORE OR LESS THAN YOU DO NOW IN THE FUTURE?

Posed to respondents who regularly or occasionally use each platform.

