

## VIDEO IN THE FAST LANE

### Current Market Developments

The relevance of the video imaging sector continues to increase, according to PIV. In general, the quantity and demand for film content are growing rapidly, not least thanks to the internet.

In addition, new business areas are currently gaining important and guaranteed benefit: **safety solutions, video conferencing equipment and VR solutions** are on the upswing. Furthermore, video services in the areas of gaming and streaming are ensuring sales increases.

In **video production**, the border between amateur and professional is becoming increasingly blurred. On the technical side, requirements for the best possible **film quality** as well as the need to enhance performance in terms of presentation, memory and video editing are rising.

The latest trends and opportunities for video and many more imaging topics will be presented at [photokina](#) (26-29 September 2018) in Cologne.

# 400 minutes



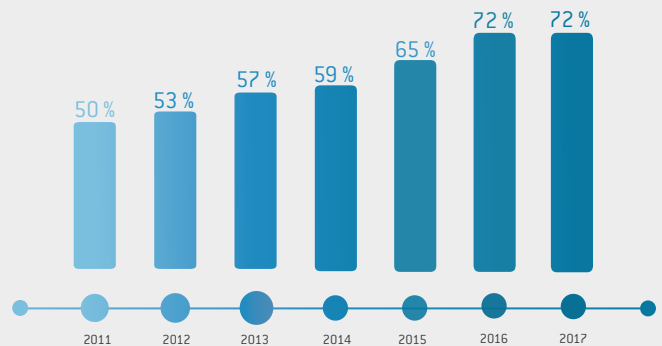
of new film material are uploaded to YouTube every minute.

Source: YouTube

### Innovations

- **Video recordings in 4K resolution (4K video)** are becoming standard in action cams, camcorders, cameras and smartphones and are providing more professional video quality as well as flexibility in image editing.
- **Full-frame sensors** that allow for the deliberate focus play are becoming the standard in movie cameras. Manufacturers are increasingly deciding in favor of **image sensors with lower, video-optimized resolution** and are thus ensuring a much improved low-light performance, especially in terms of image noise.
- **RAW videos** with their higher color depth, dynamic contrast and color (HDR) are gaining in importance.
- **Cine optics** that make aperture and sharpness adjustments easier are coming onto the market from more manufacturers.
- Initial approaches to **using AI** are simplifying the video editing process and setting – especially for amateurs.

NUMBER OF GERMANS WHO DOWNLOAD VIDEOS ON THE INTERNET



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SOURCE: GfK MEDIA & COMMUNICATION RESEARCH

### Outlook/Forecast

The integration of video content onto social media channels is causing **video consumption to increase continually**. Also content, which goes live "on the air" is becoming increasingly popular: **the streaming market** will develop rapidly in the coming years.

**Artificial Intelligence (AI)** is simplifying and accelerating video production clearly and fueling the number of videos.

The **trend towards 4K** and the time benefits of crop flexibility encourages video producers to film with higher resolutions. This means that many of them must purchase new equipment.

An additional trend theme is the **increasingly cheaper professional video conferencing technology including services** which saves time and money through a decrease in traveling.

**8K** is already recognizable on the horizon and will be available in the medium term to provide further growth impulses because it will offer more quality and flexibility in cropping.

