



photokina

world of imaging

2014

Convincing facts and figures
REPORT 2014

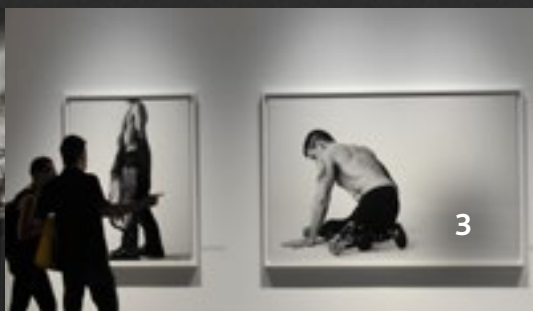
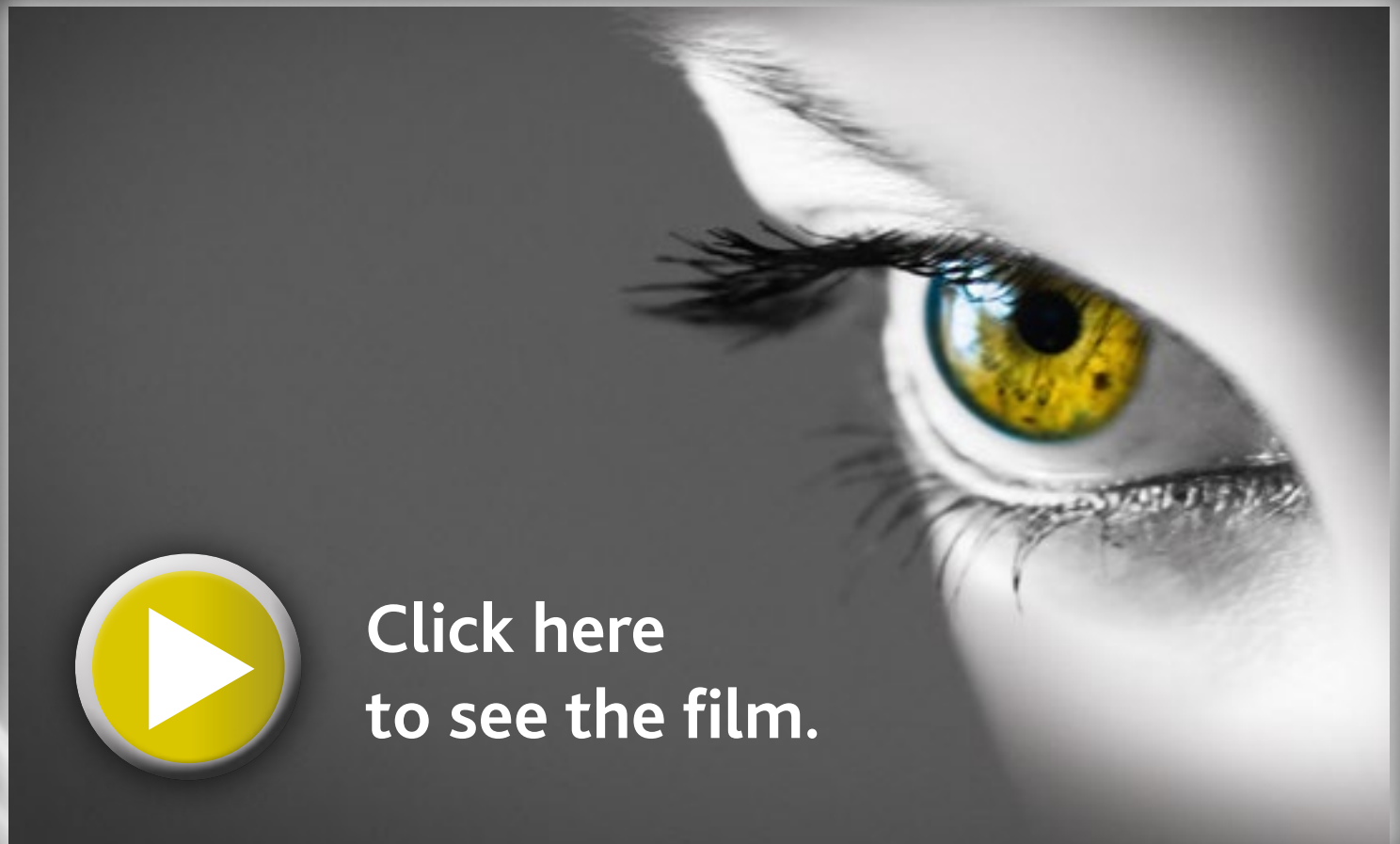
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*welcome to
the world of imaging*

Impressions 2014



Exhibitor statistics



EXHIBITORS

Total

1,074*

Proportion of foreign exhibitors

68 % from 51 countries

* incl. additionally represented companies

Foreign countries

68%

32%

Germany

Space occupied (total gross)

155,000 m²

Exhibitor statistics



EXHIBITORS PER COUNTRY / REGION*

Germany	345
EU (without Germany)	217
EFTA	18
Eastern Europe	10
Other European countries	7
North America	78
Near East	5
Asia	392
Australia	2

* incl. additionally represented companies



Exhibitors' impressions

AUF WIEDERSEHEN!
SEE YOU NEXT TIME!

photokina
World of imaging
SEPTEMBER 20-25 2016



"It's our first time at photokina and we are pleased to have been part of the fair. photokina has enabled us to tap into new target groups and is a fantastic opportunity to showcase our new products."

Simon Westland, Sales & Marketing Director, **Blackmagic Design**

"There was a reason why we chose photokina to launch our new, global marketing campaign. You won't attract more international attention anywhere in the world."

Rainer Führes, Managing Director, **Canon Deutschland GmbH**

"For us the fair was definitely worthwhile! The decision to present our products at photokina proved to be spot on. We managed to attract important new target groups and the public was enthusiastic about our presence. For GoPro, photokina is exactly the right platform with a strong external international impact."

Jim Geduldick, Marketing Manager, **GoPro**

"We are highly delighted with the way the trade fair has gone. Numerous competent trade visitors – in increasing numbers from North and South America as well and from Asia who had meetings with us and – even more importantly – who placed orders in abundance actually permit only one conclusion: photokina 2014 has been a resounding success for us."

Martin Bongard, Country Manager, **Manfrotto Distribution Germany**

Exhibitors' impressions



"It couldn't have gone any better! Because photokina incorporated the 'mobile' topic into the trade fair at an early stage, our messages and new offerings fell on fertile ground among visitors – both among trade visitors but also especially with the end consumer. That is photokina's enduring hallmark. It sets trends and drives topics forward. For us, photokina always drives sales for the months ahead."

Dr. Rolf Hollander, Chief Executive Officer, **Neumüller CEWE Color Foundation**

"photokina 2014 has impressively illustrated that nowadays there is scarcely any walk of life in which visual information and communication does not play a significant role. All companies have demonstrated with new and fresh ideas, innovative products and fascinating technical developments that the photographic and imaging industry has its finger on the contemporary pulse and is in fine fettle for the future."

Christoph Thomas, Chief Executive Officer, **Hama GmbH & Co. KG** and
President of the **Photographic Industry Association**

"photokina is simply indispensable for the photographic retail trade. It is the ideal ordering and information platform. The who's who of the industry is gathered together in one place, new trends are presented and there is up to the minute market information that adds real value for our retail trade partners in the Ringfoto Group – what could be better?"

Michael Gleich, Managing Director, **Ringfoto GmbH & Co.**

Exhibitor survey



“WHICH BUSINESS SECTOR DOES YOUR COMPANY OPERATE IN ?”

Manufacturer	69 %
Distributor	10 %
Wholesale trader	5 %
Service provider	4 %
Importer	3 %
Association/Institution	3 %
Other	6 %



Exhibitor survey



“WHAT WERE YOUR COMPANY’S OBJECTIVES IN EXHIBITING AT PHOTOKINA ?”

New business relations	86 %
Cultivating existing business relationships	74 %
Presentation of new products	71 %
Image cultivation/presentation of the company	68 %
Opening new markets	67 %
Sales after the fair	63 %
Exchange of experiences and information	60 %
General market information/overview	54 %
Learning about competitors	51 %
Information on innovations & trends	50 %
Sales during the fair	49 %

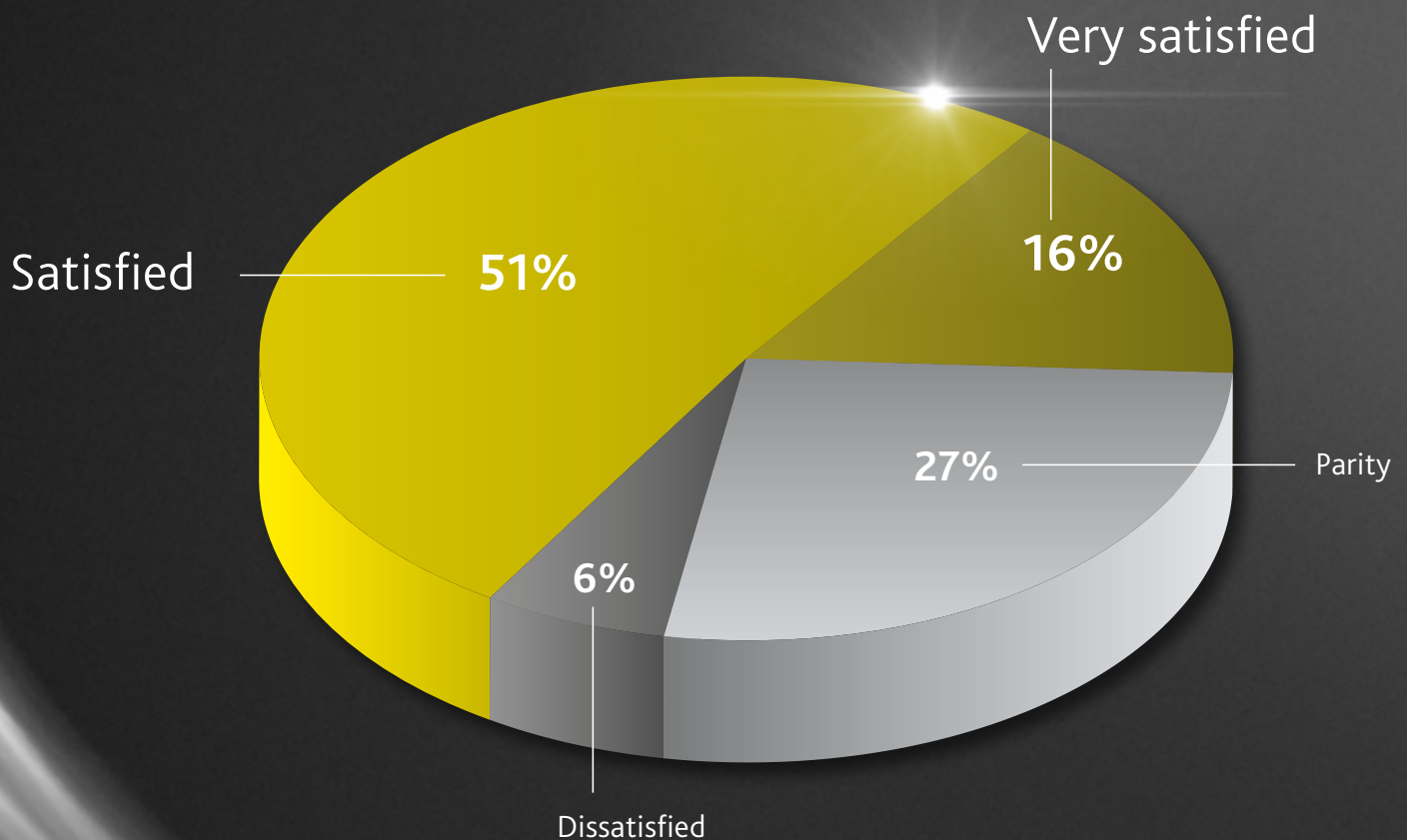
Multiple response possible



Exhibitor survey



“HOW SATISFIED ARE YOU REGARDING THE ACHIEVEMENT OF THESE OBJECTIVES ALL IN ALL ?”



Two thirds of the exhibitors are in
total **(very) satisfied** with the event!

Exhibitor survey

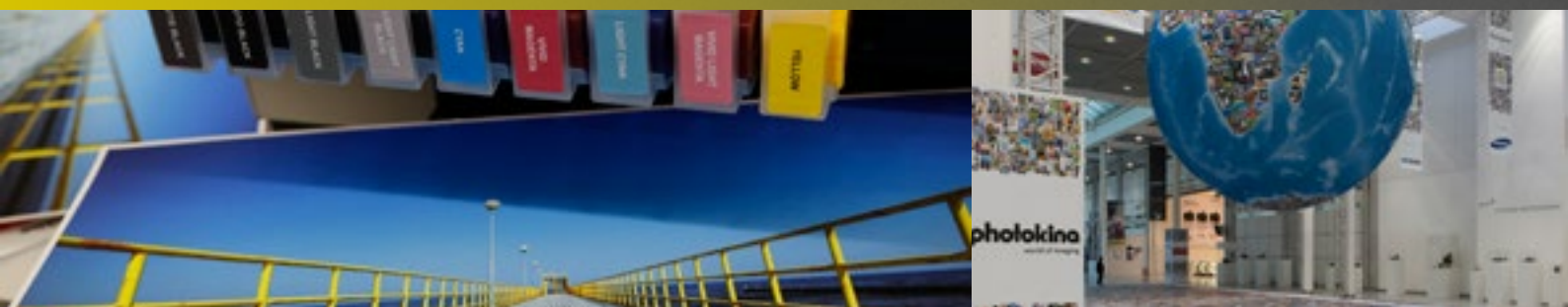


“WHICH ARE YOUR MOST IMPORTANT TARGET GROUPS ?”

Specialised photo retail trade	56 %
Wholesale trade	48 %
Photographers	48 %
Import/Export	42 %
Consumers	26 %
Mail order trade/internet shops	26 %
Industry	21 %
Consumer electronics retailing	19 %
Professional users	19 %
Department stores/warehouses	17 %
Media representatives and multipliers	13 %
Print shops	13 %
Advertising agencies	9 %
CGI users	2 %
Drugstores	2 %

Multiple response possible

Exhibitor survey



“WHICH OF YOUR TARGET GROUPS DID YOU REACH ?”

Photographers	67 %
Consumers	64 %
Media representatives and multipliers	62 %
Specialised photo retail trade	59 %
Professional users	57 %
Wholesale trade	57 %
Import/export	55 %
Industry	55 %
Consumer electronics retailing	46 %
Mail order trade/internet shops	46 %
Print shops	42 %
Advertising agencies	37 %
CGI users	36 %
Department stores/warehouses	31 %
Drugstores	30 %
Service providers	20 %

Multiple response possible

More than **60%** of the exhibitors are (very) satisfied regarding the visitors' quality!

Exhibitor survey

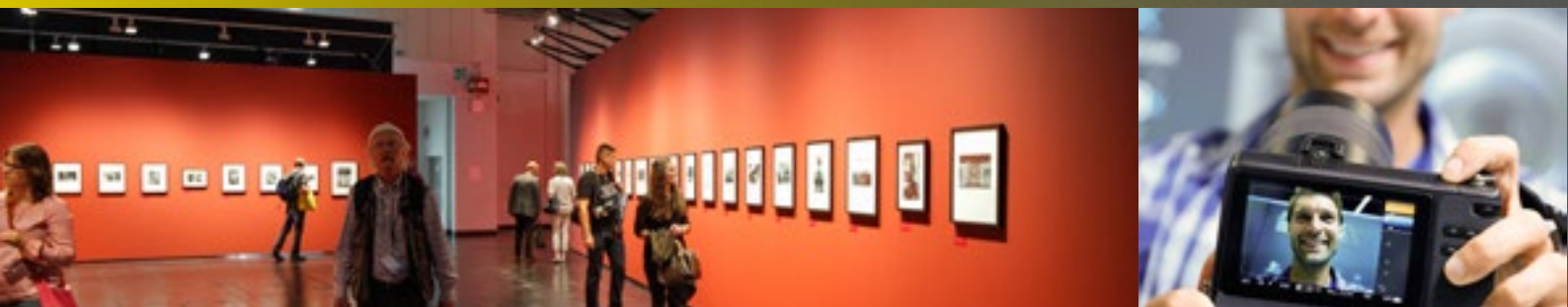
“WHERE ARE YOUR MOST IMPORTANT SALES MARKETS GOING TO BE IN THE FUTURE ?”

Germany	61 %
USA	52 %
Russia	40 %
France	41 %
Great Britain	41 %
China	35 %
Italy	31 %
Australia	30 %
The Netherlands	27 %
Brasil	26 %
Canada	26 %
India	26 %
Japan	26 %
Poland	26 %
Spain	26 %
UAE	26 %

USA, Great Britain, France and Russia
are strong **markets** with **growth potential.**
Germany will remain the key market in the future.

80% of the exhibitors expect an increase
of export shares in the next 2 years.

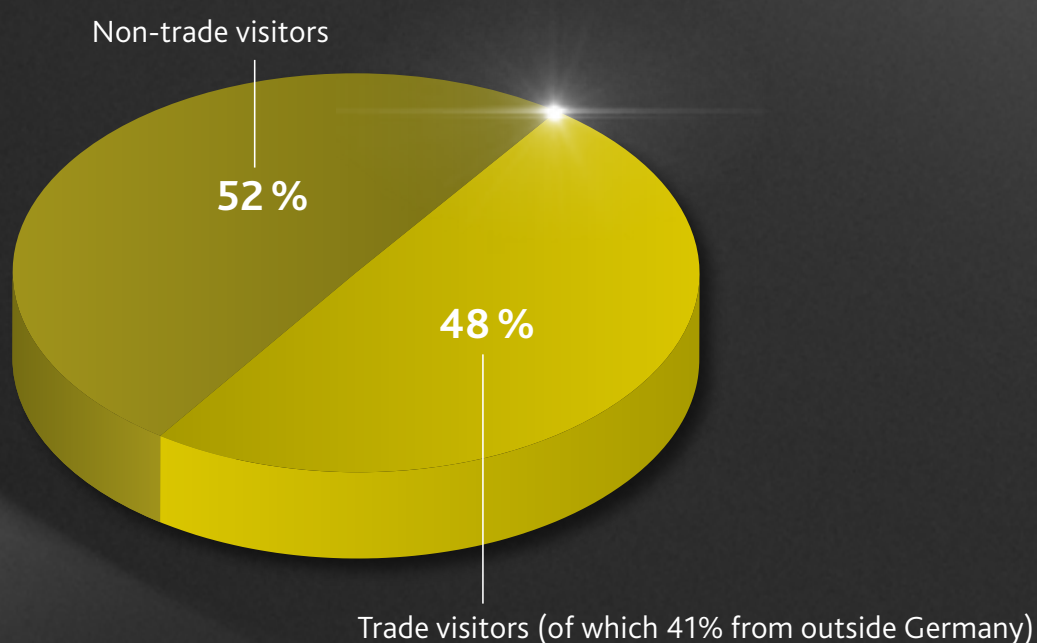
Visitor statistics



VISITORS

Germany	125,336
Other countries	57,961
Total	183,297
Proportion of foreign visitors	32 % from 160 countries

BREAKDOWN OF TRADE VISITORS AND NON-TRADE VISITORS



Visitor statistics



VISITORS PER COUNTRY/REGION

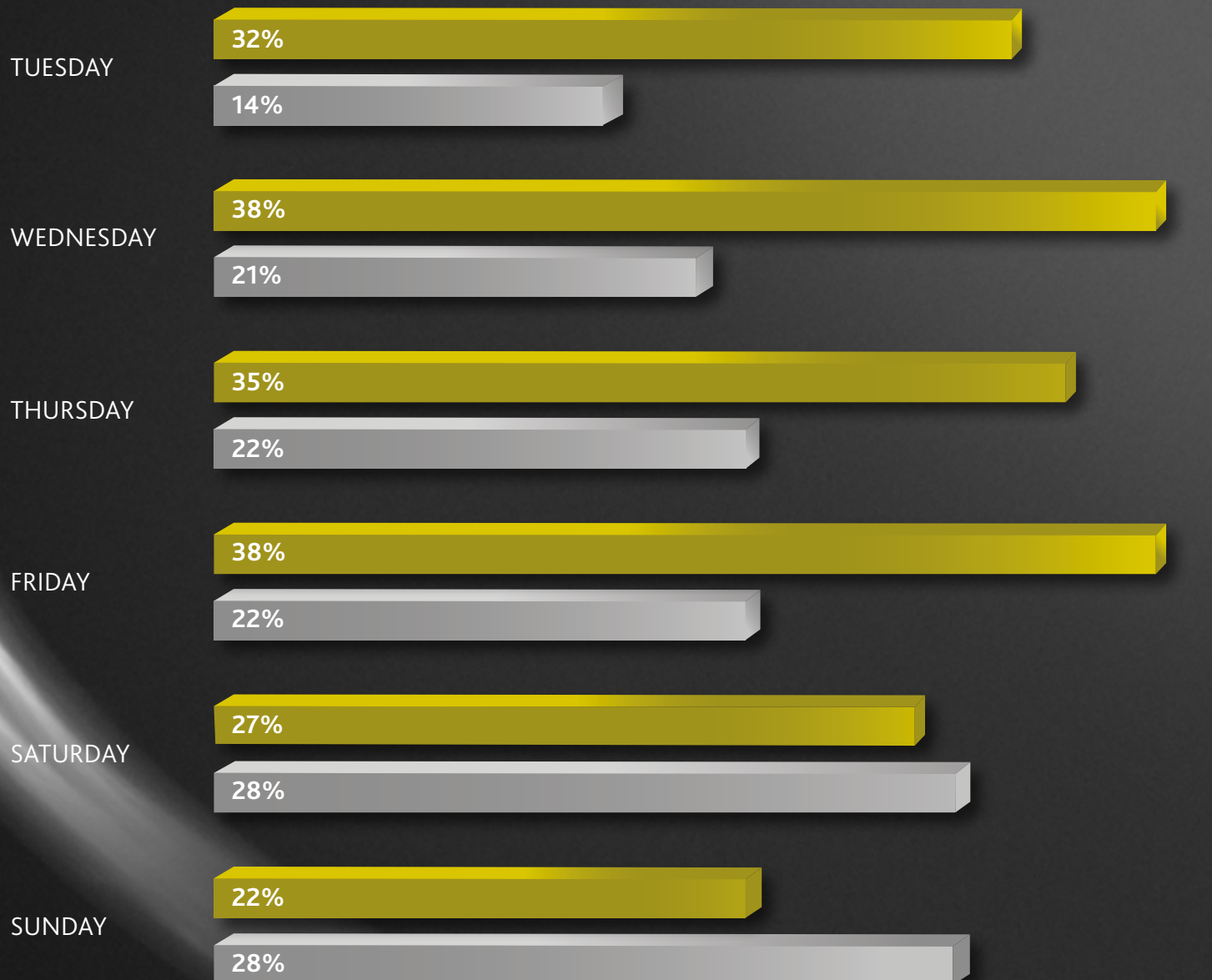
EU (without Germany)	37,033
EFTA	3,453
Eastern Europe	2,302
Other European countries	1,225
North America	2,247
Latin America	1,023
Africa	1,343
Near East	2,629
Asia	5,971
Australia	735



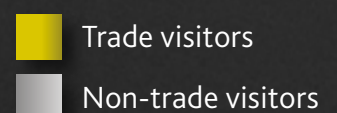
Visitor survey



“ON WHICH DAYS DID YOU VISIT THE TRADE FAIR ?”



Multiple response possible



Visitor survey TRADE VISITORS



“WHICH BUSINESS SECTOR DOES YOUR COMPANY OPERATE IN ?”

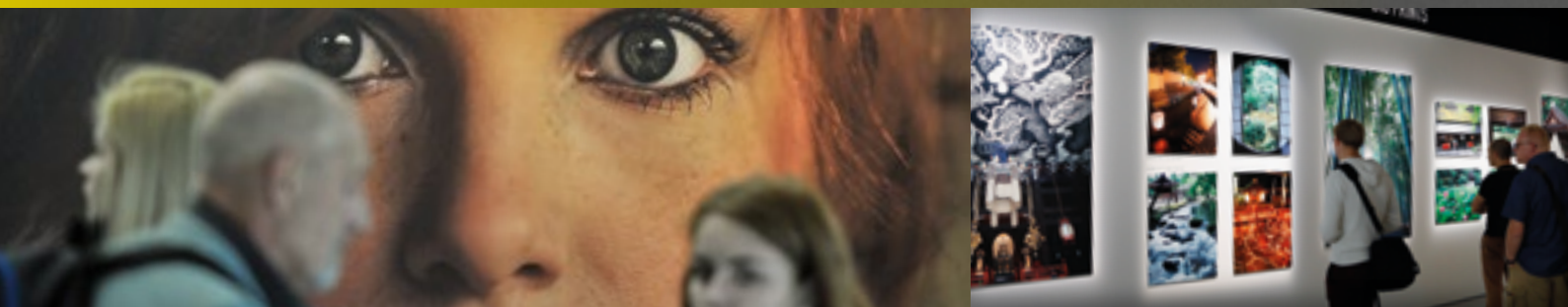
	Germany	Other countries	Total
Industry	6.6 %	10.4 %	7.8 %
Trade	11.6 %	20.7 %	14.6 %
Import/export	0.6 %	7.4 %	2.8 %
Skilled trade	9.6 %	8.3 %	9.2 %
Service provider/agency	38.3 %	24.9 %	33.9 %
Authority/public utility	4.4 %	0.9 %	3.3 %
University/research	1.9 %	3.3 %	2.3 %
Association/institution	1.1 %	2.7 %	1.6 %
Other	12.9 %	17.2 %	14.3 %
Pupils/students	12.9 %	4.2 %	10.1 %

Over **52%** of the trade visitors belong to the specialised photo retail trade!



Visitor survey

TRADE VISITORS



“HOW MUCH RESPONSIBILITY DO YOU HAVE IN TERMS OF PURCHASING AND PROCUREMENT ?”

	Germany	Other countries	Total
Decision-maker	37.2 %	50.4 %	41.5 %
Co-decision-maker	19.5 %	19.6 %	19.5 %
Advisory role	18.1 %	14.5 %	16.9 %
Not involved	10.6 %	8.6 %	10.0 %

Almost **80%** of the trade visitors are involved in terms of purchasing and procurement!

Over **50%** of the trade visitors from abroad are decision-makers in terms of purchasing and procurement!



“WHICH PRODUCTS ARE YOU ESPECIALLY INTERESTED IN ?”

Cameras	83 %
Lenses, filters, camera accessories	66 %
Light technology, lighting	51 %
Digital editing and processing	43 %
Photographic studio equipment	43 %
Print, printers, printing materials	34 %
Image exhibitions	33 %
Image, video and data storage	30 %
Fine art papers	27 %
Training and further education	26 %
Film cameras	25 %
Photo apps	25 %
Action cams	23 %
Digital video and film editing	23 %
Drones, helicopters	23 %
Photofinishing devices, systems	22 %
Smartphones, phone cameras	20 %
Frames and albums	20 %
Online photo and video services	19 %
Video film technology	19 %
On-site photo, video services	18 %
Publishing systems: layout/graphics	18 %
4K/UHD TV	18 %
3D recording, editing, output	17 %
Personalised photo products	17 %
Devices for technical and scientific imaging techniques	16 %
Digital image and video presentation	15 %
Sales gallery	15 %
Digital networking	14 %
Home electronics, networking	13 %
Publishing systems: pre-press, production	7 %
Telescopes, binoculars	6 %

Multiple response possible

Visitor survey

TRADE VISITORS



“WHICH SECTOR ARE YOU INVOLVED IN ?”

Photographer	48 %
Photography, video, film, imaging	37 %
Layout, graphics, design	27 %
Photography studio	27 %
Digital imaging & publishing	18 %
Photofinishing	18 %
Training and further education	14 %
Lighting technology, lighting	12 %
Other	23 %

Multiple response possible

Around **half** of the trade visitors are photographers!



Visitor survey

TRADE VISITORS



“HOW IMPORTANT ARE THE FOLLOWING OBJECTIVES ?”

	(very) important
Information on new products and trends	69 %
General market information/overview	63 %
Product test	53 %
Exchange of experiences and information	52 %
Further education	49 %
New business relationships	40 %
Cultivating existing business relationships	37 %
Learning about the market	31 %
Preparation for purchasing after the trade fair	28 %
Purchasing during the trade fair	23 %

Multiple response possible

35 % of the trade visitors do not visit any other (trade) shows.

83 % of the trade visitors are (very) satisfied regarding the achievement of their objectives.

Visitor survey

NON-TRADE VISITORS

“WHICH PRODUCTS ARE YOU ESPECIALLY INTERESTED IN ?”

Cameras	89 %
Lenses, filters, camera accessories	72 %
Digital editing and processing	45 %
Light technology, lighting	32 %
Image exhibitions	31 %
Print, printers, printing materials	24 %
Image, video and data storage	22 %
Photo apps	21 %
Action cams	20 %
Digital video and film editing	20 %
Photographic studio equipment	19 %
Film cameras	18 %
Smartphones, phone cameras	18 %
Drones, helicopters	17 %
Frames and albums	17 %
Training and further education	16 %
Fine art papers	15 %
Home electronics, networking	15 %
Digital image and video presentation	14 %
Online photo and video services	13 %
Video film technology	13 %
4K, UHD-TV	12 %
Personalised photo products	12 %
Photofinishing devices, systems	12 %
3D recording, editing, output	11 %
Devices for technical and scientific imaging techniques	11 %
Digital networking	10 %
On-site photo, video services	10 %
Publishing systems: layout/graphics	9 %
Telescopes, binoculars	7 %
Sales gallery	6 %
Publishing systems: pre-press, production	2 %

Multiple response possible

Visitor survey

NON-TRADE VISITORS



“HOW IMPORTANT ARE THE FOLLOWING OBJECTIVES ?”

	(very) important
Information on new products and trends	67 %
General market information	64 %
Exchange of experiences and information	44 %
Preparation for purchasing after the trade fair	41 %
Further education	39 %

Multiple response possible



Visitor survey NON-TRADE VISITORS



93% of private visitors intend to definitely or maybe make a purchase at a later point in time due to photokina 2014.

83% of private visitors are generally (very) satisfied with having achieved the purpose of their visit.

45% of private visitors came to photokina for the first time.

27% of the private visitors are in the target group of people aged 30 and younger.



THE EVENT PROGRAMME



THE HIGHLIGHTS



ACTION

A fast-paced premiere: it was the first time the new photokina action zone has hosted gripping film shoots. Visitors were able to borrow action-cams and test them under extreme conditions: e.g. on the Sky-Shooter and while aqua zorbing or bullriding. And – Action!



COMMUNITIES

Social networks, photo festivals, associations and publishing houses showcased themselves under the banner "be mobile, be in action, be connected". The focus was on networking and communication with the spotlight on modern devices and the latest camera generations. The extensive community stage programme ensured thrilling entertainment and interesting insights into new hot topics.



MOBILE

Mobile photography played a pivotal role at photokina 2014. There were tutorials and workshops galore available for mobile photography newbies and experts alike. This was the place for discovering which apps really are helpful and how to take the very best shots using a smartphone.



MOVIE

Making professional movies with cameras: the special exhibition area wasn't just for professionals. Visitors were able to try out numerous new products' movie capabilities or experience a wealth of live sessions, workshops and lectures on the events' stage covering every aspect of filming.



PROFESSIONALS

Professionals were among their own here: specialists from every walk of the image world rubbed shoulders in the professionals' forum, the professionals' lounge and at the professionals' publishers.

THE EVENT PROGRAMME



PICTURES

The photo exhibitions are and were without doubt a highlight of photokina. Once again this year the high quality was a source of delight. Moving, inspiring and emotional works from every corner of the world drew almost everyone's gaze.



SALES GALLERY

Art for sale: it was the first time that photokina visitors were able to buy photographic art directly at the trade fair. The photokina sales gallery in the North Boulevard acted as a magnet with outstanding works. A committee comprising representatives of the photographic association, photokina and ART COLOGNE ensured the quality of all the images sold.



FOTOTV. STAGE

For the professional and amateur photographer alike: there was something for every visitor at the numerous live shoots, talks and shows at photokina's largest public stage. Its size was commensurate with crowd numbers as star photographers, YouTube stars and models strutted their stuff.



KÖLN FOTOGRAFIERT

Cologne in a photo frenzy: The enthusiasm for photography could be sensed throughout the entire city, e.g. in the numerous workshops and exhibitions which took place for photo enthusiasts and beginners.

www.koelnfotografiert.de

An overview of the entire event programme can be found [here](#).



Communication worldwide

INTERNATIONAL VISITOR ADVERTISING

The visitor target groups were invited to photokina by means of advertisements, online advertising, direct marketing activities, out-of-home advertising, radio advertising, cooperative advertising with exhibitors and associations, via social media channels such as Facebook, XING and YouTube, and the Internet. In addition, trade fair specials were developed and distributed in cooperation with important trade media and regional daily newspapers. Regular e-mail newsletters were sent to the visitor target groups in order to keep them up to date with the latest news concerning the trade fair.

THE COMMUNICATION MEDIA

- Advertisements
- Out-of-home advertising
- Newsletters
- Internet
- Direct mail shots
- Online advertising
- Social Media
- Radio

THE COMMUNICATION CHANNELS

ADVERTISEMENTS

In around 50 trade and consumer publications in Germany and over 80 trade publications abroad.

OUT-OF-HOME ADVERTISING

Comprehensive and eye-catching local coverage by means of billposting and flags.

E-MAIL NEWSLETTERS

Regular e-mail updates to the photokina target groups around the world with over 99,000 recipients.

INTERNET

From June to November 2014 more than 4 million page impressions on the photokina website.

DIRECT MAIL SHOTS

Diverse mailshots in more than 70 countries.

MEDIA PARTNERSHIPS

With regard to the consumer target group, media partnerships were successfully realized together with special interest magazines and regional daily and weekly newspapers.

ONLINE ADVERTISING

Banners and advertisements in the newsletters of the relevant portals worldwide.

SOCIAL MEDIA

Postings in all social media channels such as Facebook (in the meantime over 107,000 fans), XING, YouTube etc.

The international press work



THE INTERNATIONAL PRESS WORK AT A GLANCE:

Thanks to extensive press work before, during and after photokina 2014, the trade fair once again attracted a tremendous amount of media attention.

PRESS RELEASES AND INFORMATION

205 photokina press releases were issued worldwide. A new product database featuring more than 300 innovations was also made available online.

PRESS CONFERENCES

photokina's 13 press conferences welcomed a total of 255 participants from 23 countries. Country participation: Austria, Belgium, Bulgaria, China, Croatia, Denmark, Finland, Germany, Great Britain, Italy, Japan, Netherlands, Norway, Poland, Portugal, Russia, Sweden, Switzerland, Serbia, Slovenia, Spain, South Korea, Turkey. There were also four guided tours of the exhibition complex for the press on the day before the trade fair opened.

EXHIBITOR PRESS COMPARTMENTS

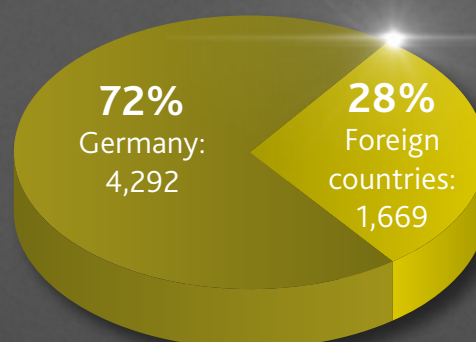
At every photokina many of the exhibitors avail themselves of the opportunity to publish their press information online in the photokina press portal and in the press centre itself. In 2014 these attracted more than 245,000 hits from journalists.

TRADE FAIR DAILIES

Large print run, and in some cases multilingual, photokina visitor magazines were published and distributed daily in collaboration with CHIP FOTO-VIDEO magazine (published Friday to Sunday) and publisher Infomax 21 (published Tuesday to Thursday).

JOURNALISTS

- 5,961 journalists from 73 countries
- 28% foreign journalists
- Over 3,150 editorial offices



MEDIA FEEDBACK

Until Mid-November 2014 photokina had received copies of several thousand press reports with a circulation of more than 100 million. Of these, press reports from outside Germany accounted for a circulation of about 7 million. Furthermore, 330 television programmes with a combined audience of over 75 million were registered. In addition to television programmes, several hundred radio programmes were registered.

Exhibitor service



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The exhibitor and visitor survey is based on a representative study carried out by an independent opinion polling institute. The results of the exhibitor and visitor survey are based on the responses submitted by 532 exhibitors and 2,063 visitors.