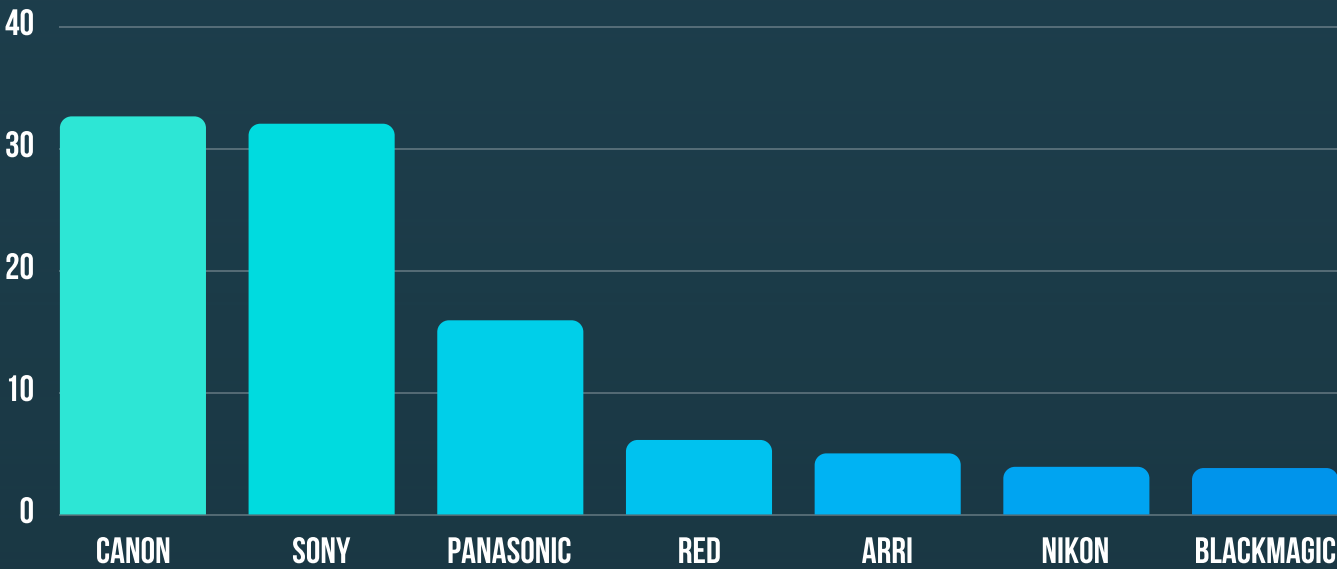


2018 MOST POPULAR CAMERA BRANDS

PERCENTAGE OF USERS



1312 Polled Votes | Other brands total less than 1%

32.6%

CANON

32%

SONY

15.9%

PANASONIC

DATA SOURCE

We polled 7 popular & active facebook groups that focus on filmmaker professionals discussing, sharing, and learning about their respective crafts. The two main categories polled were commercial & wedding filmmakers. A total of 1312 votes were recorded on August 12, 2018

COMMERCIAL FILMMAKER GROUPS

FACEBOOK GROUP	MEMBERS
• CINEMATOGRAPHER'S INSIGHT	2,772
• COMMERCIAL FILMMAKERS NETWORK	3,332
• COMMERCIAL VIDEOGRAPHERS	9,616

WEDDING FILMMAKER GROUPS

FACEBOOK GROUP	MEMBERS
• WEDDING CINEMA & WEDDING PHOTOGRAPHY	5,560
• WEDDING VIDEOGRAPHERS	13,000
• VIDEÓGRAFOS, FILMMAKERS Y EDITORES	46,431
• WEDDING FILM ACADEMY GROUP	2,599

RUNNER UPS

6.1%

RED

5%

ARRI

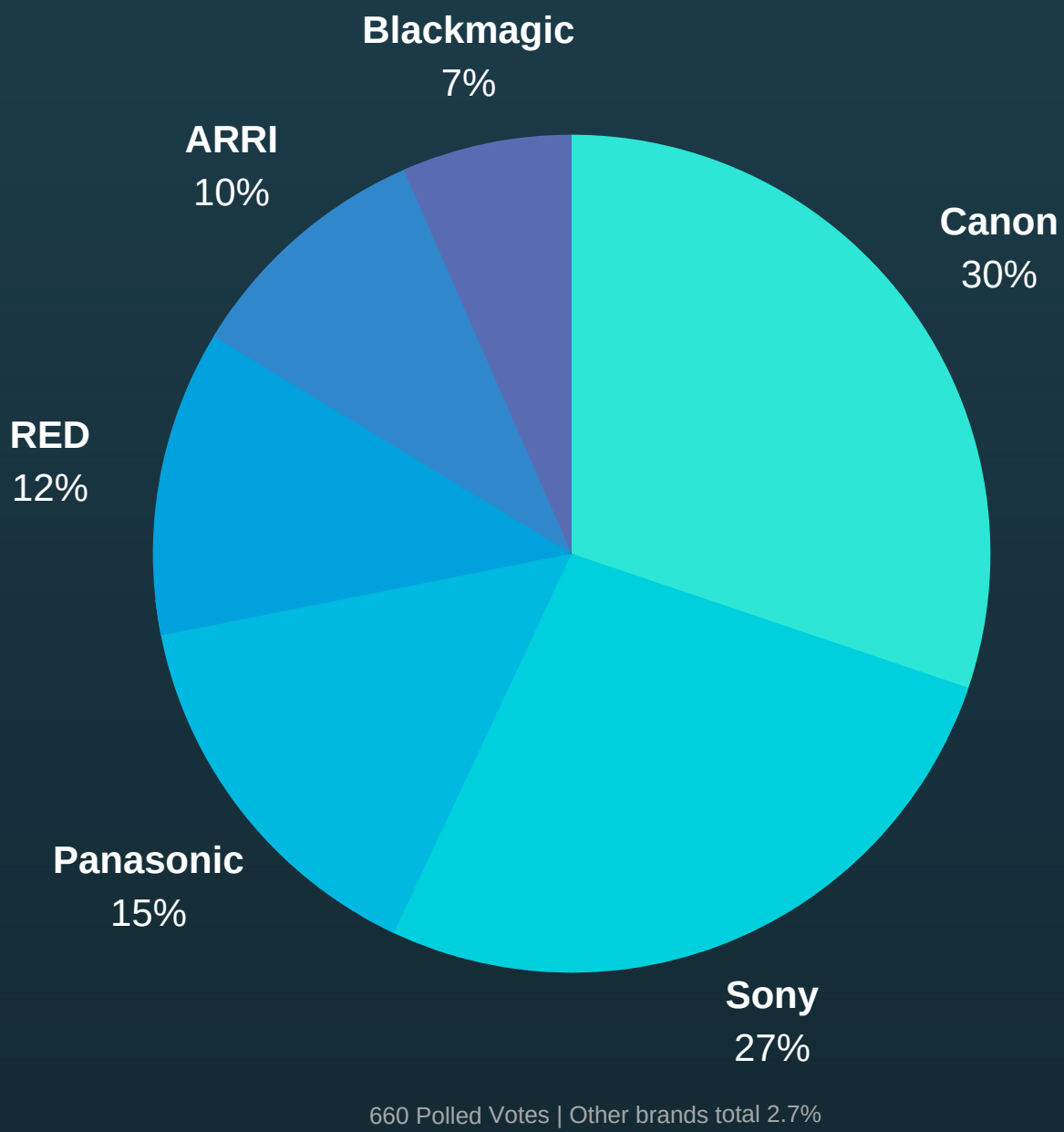
3.9%

NIKON

3.8%

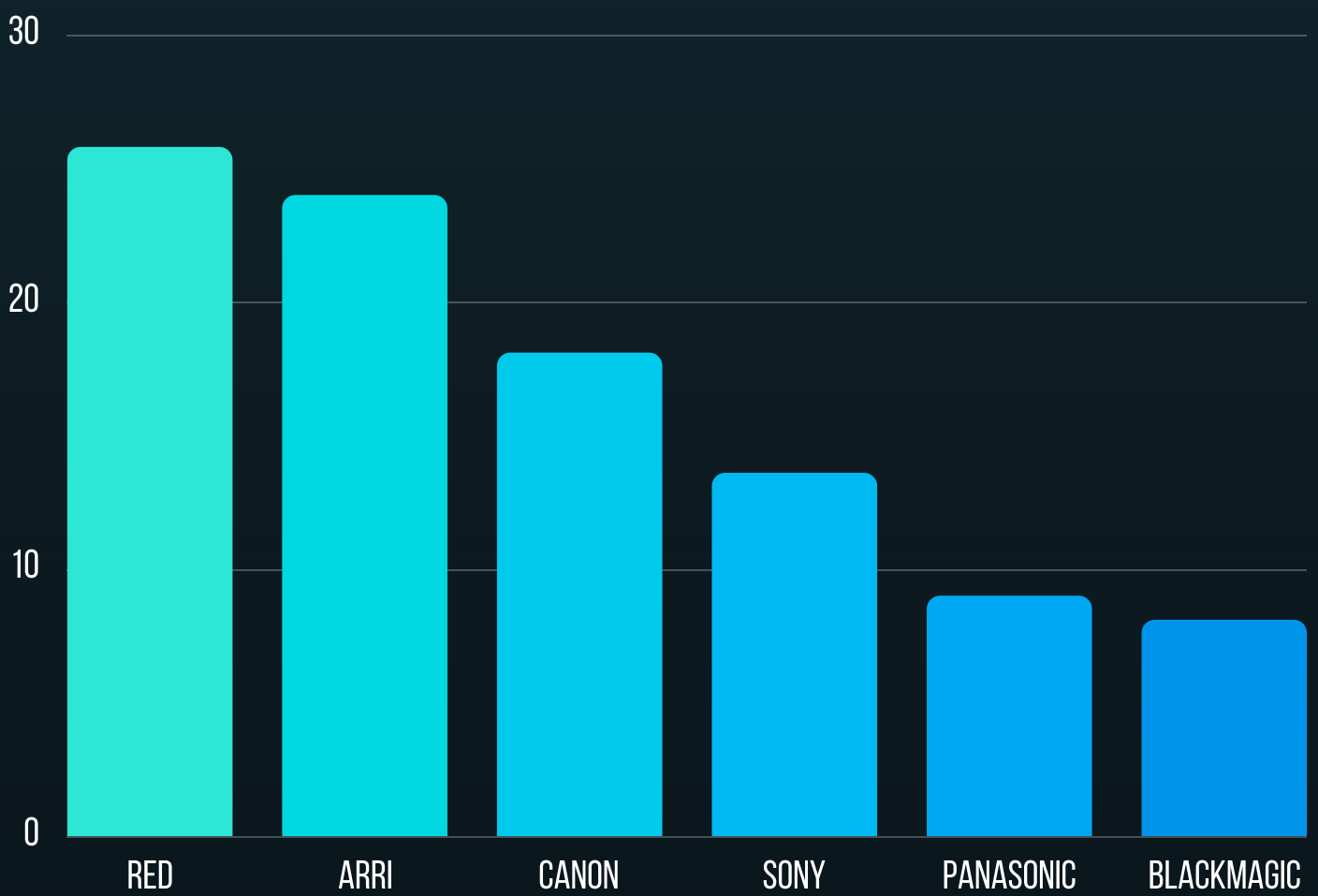
BLACKMAGIC

COMMERCIAL FILMMAKERS



TOP 6 HIGH PRODUCTION BRANDS

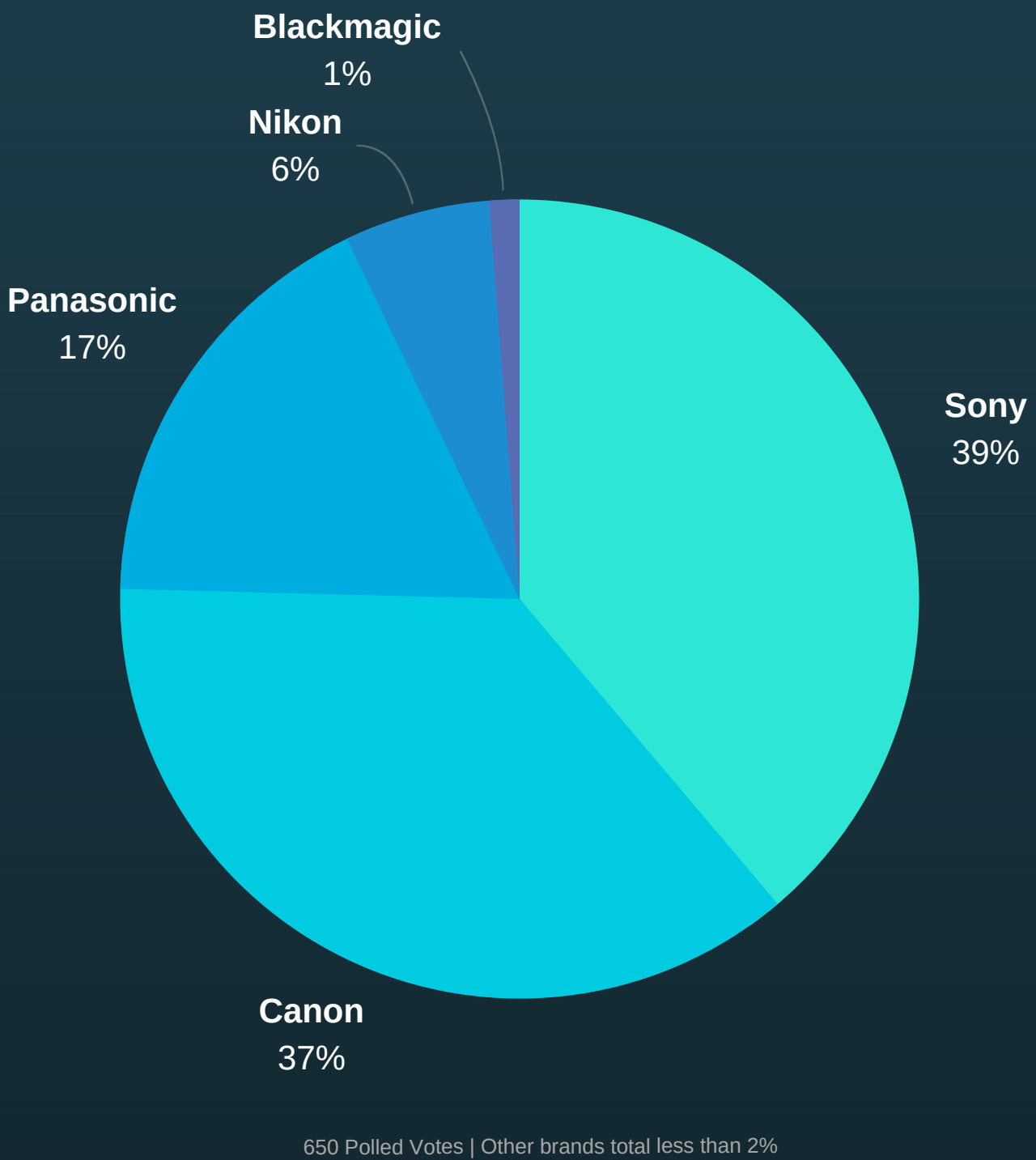
Of all 3 facebook groups for commercial filmmakers, we found that CINEMATOGRAPHER'S INSIGHT had more members that focus on high production value projects. Because of this, many cinematographers here work with higher-end equipment that we wanted to poll specifically.



#1 BIG BOY TOY IN 2018

25.8% RED

WEDDING FILMMAKERS



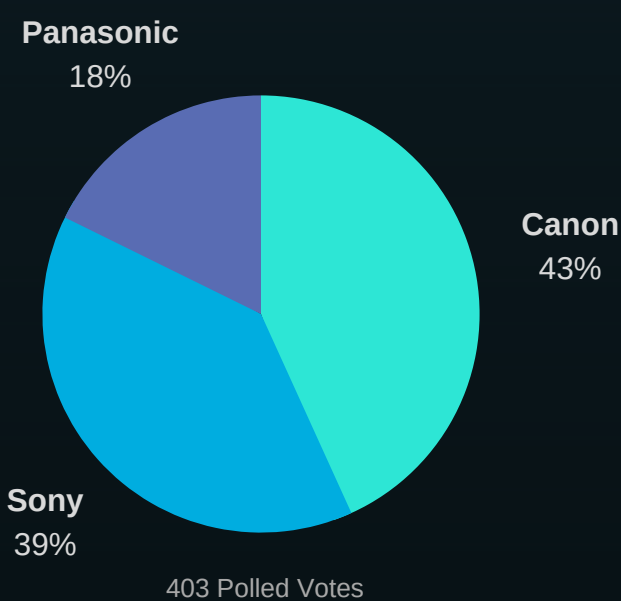
RUN & GUN FILMMAKERS

For weddings and live events, it's common that filmmakers need to move quickly. Single takes are normal for these artists and many times they need access to quick controls and settings to keep up with the live pace. It seems clear that Sony & Canon are the clear winners for these types of filmmakers.

AMERICA VS. SOUTH AMERICA

3 of the wedding Facebook groups are comprised heavily of filmmakers in America (although not all). One Facebook group is primarily South American members but is the largest of all 4. We found these numbers to be interesting as Sony is the clear winner in South America, yet Canon wins in America. In addition, Panasonic seems more popular in America vs. Nikon being more popular in South America.

AMERICA TOP 3



SOUTH AMERICA TOP 3

