

# The Big Picture

Cameraphones, Social Media and the Birth of Visual Conversation

John Poisson | Founder and CEO, Tiny Pictures, Inc.

# who am I?

cinematographer

product designer: Avid, Softimage

entrepreneur and visual effects producer: Meteor Studios

head of mobile media R&D and product design: Sony Tokyo

founder and CEO: Tiny Pictures, Inc.

# we're talking about

the rise of social media

the shortfall of the cameraphone

what we've built: Radar

what's next and why we should care

# a (very) brief history of the photograph



recording the  
material world



portraiture



photography  
as art

**“Photography is  
an heroic copulation  
with the material world.”**

*-Susan Sontag, “On Photography” 1977*



photographs

řadar

# then technology made it personal



safe  
and portable



cheap  
and easy



instant  
and fun



digital  
and free

# the rise of the snapshot



family portraits



documenting events



vacation shots: we were here



candid: this is happening now

...and the shoebox





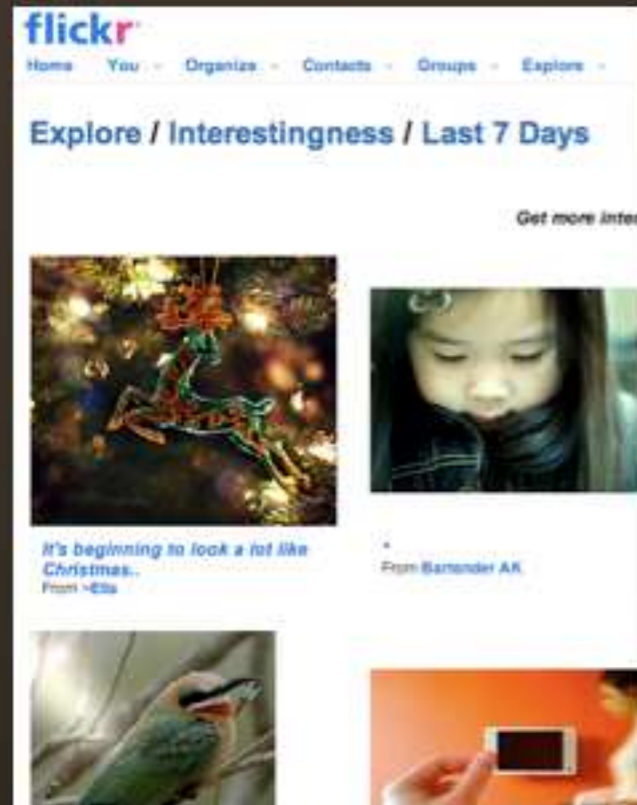
photographs



snapshots

řadar

# the rise of social media



communities sharing  
photographs



friends sharing  
snapshots



the broadcast  
stream of consciousness



photographs



snapshots

social media emerges



"the best photo sharing site in the world"



"pictures of people at parties"

# the cameraphone changed everything



**cameraphones are ubiquitous:  
everyone has a camera always**

**constant connectivity  
means immediate sharing**

**shooting and sharing becomes  
part of the experience**

**Nokia are the world's largest  
manufacturer of imaging devices**

# ...or did it?

far more pictures are shot than shared

MMS uptake is far below expectations

so what's broken?

the user experience doesn't live up to the value proposition

cost models inhibit usage

still think of the cameraphone as just a convenient camera

social media emerges



photographs



"the best photo sharing site in the world"



snapshots



"pictures of people at parties"



?

# what we've built

the spontaneity and stream-of-consciousness of Twitter

the richness of pictures (and videos)

focused on privacy and context

designed for mobile consumption



**This is why you have a cameraphone.**

# the result: a new class of content



information



remote presence



visual updates



private jokes



food shots

# visually-driven conversation

radar pictures comments channels friends invite

Welcome fugu blog settings help log out

Bit early for all this...

eses3457 Thu 9:55am 82 25 1

Friend Comments

katers239 Thu 9:56am hi ucla

Jpo Thu 9:57am that looks like a church.

Meeze Thu 9:58am SLO's buildings did not look like that

khria Thu 9:58am first day of school? how exciting! did you

all new pens add binders? yay!

drumchick Thu 10:02am but weren't you right on the coast

meeze?

Meeze Thu 10:04am well, about 10 minutes. UCSB is right on

the water.

eses3457 Thu 10:07am I knew I should have gotten that trapper

keeper.

Meeze Thu 10:10am Lisa Frank is my hero

eses3457 Thu 10:28am not sure who that is...

Meeze Thu 10:29am (shakes head in shame)

[http://en.wikipedia.org/wiki/Lisa\\_Frank](http://en.wikipedia.org/wiki/Lisa_Frank) I feel like I am in a

comment meeting.

Meeze Thu 10:36am PS I got really excited when I googled

Lisa Frank and this came up - I thought Rich made t-shirts!

[http://www.threadless.com/submission/84385/Paper\\_Tiger](http://www.threadless.com/submission/84385/Paper_Tiger)

eses3457 Thu 10:40am that pic is shopped!

eses3457 Thu 10:40am POWNERD!!!! LOL!!!!!!!

Meeze Thu 10:42am ok lets get back to UCLA...

Quinity Thu 10:50am royce looks a lot like the front of notre

dame cathedral

eses3457 Thu 11:47am good old Josiah Royce.

Someone whispered to eses3457 Thu 12:14pm

Sukys Thu 2:33pm that place looks sick

eses3457 Thu 2:58pm super nice day today.

charie2e Thu 4:01pm have a lovely day of class in your third

year. young man. you are a (true) gentleman and a scholar. is

that better?

charie2e Thu 4:03pm (sigh) third... 3rd.

eses3457 Thu 4:44pm You should take a break -- the street

clearly getting to you. Yeah I was honestly really close to miss

it to class but then it was sunny and there was grass.

kiyerson Thu 6:43pm I used to have the same problem.

angelsgirl65 Thu 8:31pm I'm jealous. my classes have always

been required attendance. of course, OH weather's only nice

about 2 days/yr anyways...

eses3457 Thu 10:04am yeah if I lived in OH I prob wouldnt have

this problem.

SHARE COMMENT

an ordinary moment  
instantly shared

group conversation  
around the moment

27 comments,  
25 hours elapsed

# some usage metrics

**~1.5MM users worldwide**

North America, UK, India, South Africa, Europe, SE Asia

**active users check Radar >30 times per day**

**85% of daily visits are from mobile**

**active users post 2 to 6 pictures per day**

social media emerges



photographs



"the best photo sharing site in the world"



snapshots



"pictures of people at parties"



presence



"visual conversation"

# so what's next?

better technology and more fluid user experience

cost models that encourage usage

more services like ours across the ecosystem

a fundamental shift in the way we communicate

**thank you.**

**john@radar.net**

**<http://radar.net/people/fugu>**