

# The Future of Photo Books

To all of you who are into printed photo books, you might like to check out [this study](#) we did on the future of photo albums. It is based on quite a bit of research we did here at MyAlbum lately and has quite some interesting take aways.

## Current photo market

*Target audience: Age group 50 and upwards*

- Long production times
- Long editing times (poor UX)
- Bloated with features (poor UX)
- Installation of software required
- Limited to print
- Paid only

## Future photo market

*Target audience: Millennials*

- Freemium
- Fast: Kickstarting
- Practical: Print and digital
- Complete: Rich content
- Customized: Enrichment
- Beautiful

## MyAlbum's take at this

MyAlbum has a fully functional free version in place, offering a subscription model for [premium features](#). MyAlbum offers rich media content on all devices, online and offline.



Our fail-safe just-add-water insta-start album kickstarter is based on algorithms, making decent albums in only seconds. Currently we are still working on automatically adding meta-data and tidying up which will save even more time.

MyAlbum's user-interface speaks for itself. It's highly user friendly and web-based, so there's no need for proprietary software to be installed and updated. Editing is done in real time.

Commenting, liking, sharing and following? It's all there. Multi-user collaboration? Done. MyAlbum is already 85% millennial proof and we're developing new features as we speak. Our users are very happy and eager to see what comes next. For them, photo albums start digital and get printed on-demand. Users are mainly impressed with how easy to use the platform is and the seamless integration of content like videos and panorama's.

*Cimpress, Shutterfly, Blurb, any photo printer... WAKE UP! You're about to be disrupted, the question is not when or by whom... the question is do you want us to do this alone? Or will we do it together.*

— Jos de Schiffart, Co-Founder

## **Calling on the print industry**

We are making an open invitation to the entire print industry to help us scale up. MyAlbum is in a stage where it has found product market fit, but just needs the right people and means to propel our business forward ~5 years. Can you help us with know-how, smart money and strategic partnerships? [Shoot me an email](#) today so i can welcome you on board.

---

#### ABOUT MYALBUM - VISUAL STORYTELLING

##### **Our Story**

Happiness comes from the things you do and experience. We want to help you keep a hold of this happiness so you can continue to enjoy it. This is why we created MyAlbum, a way to easily turn your stories into smart beautiful albums so you can continue to enjoy them

##### **The product**

Turn your photos and videos into beautiful albums. Continue to enjoy them at any time on any device.

##### **The team**

The MyAlbum team is a close knit team of 14 young professionals with a love for photography and design. We are passionate about empowering people with innovative technology which helps them create beautiful visual stories. Seeing all these beautiful creations really excites us and inspires us to keep on improving.

---



MyAlbum - Visual Storytellingnewsroom