



The growth of digital images and the spread of the internet had enabled the formation of online photo services. These provided simple ways of printing out your images along with easier means for sharing with others. There was a very noticeable shift occurring from printing to sharing. You could create social networks to share images about hobbies or instead share with a close circles of friends. One of the early pioneers in this space was Ofoto which had been acquired by Kodak in 2001. The messaging of Kodak had also changed around that time, it became more about sharing experiences and moments. However, Kodak wasn't the only competitor in the space and unlike many others, Kodak seemed to have a problem in that it made significant revenue from film processing. I've shown this problem in figure 49 with the rise of online photo services (*Point 4*) and the inertia created by fulfilment (*Point 5*)