

Wedding Videography Facts

- **98% of ALL newlyweds recommend future brides have their wedding *professionally* videotaped.**
- Before their wedding, only 50% of brides-to-be consider video one of their top 10 “must haves.” After the wedding, that number rises to 75%.
- 45% of brides that have their weddings videotaped by an amateur would have preferred a professional videographer after viewing the results.
- 38% of couples have their wedding videotaped (amateur and professional), compared to 98% that have their wedding professionally photographed. Of those that **do not** have their wedding videotaped, 68% regret their decision.

Source: Breakthrough Marketing Survey, 2006



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