



Adobe® Photoshop®: By the Numbers

Numbers don't lie. And in the case of Adobe Photoshop, they also don't disappoint. Over the past 20 years, an entire ecosystem has emerged around Photoshop.



Then and Now

After a modest first release of 200 copies of the software distributed with Barneyscan scanners, the popularity of Adobe Photoshop has rocketed beyond anyone's expectation.



- Today, Photoshop is used by a wide range of professionals in a variety of industries, including architecture, design, engineering, manufacturing, medical, product design, scientific research, web, and video.
- Initially only available in English, Photoshop is now available in 27 languages to meet the needs of a global user base.
- Photoshop plug-ins have been around almost as long as Photoshop itself. John Knoll, one of the creators of Photoshop, started developing them as a way to sneak additional features into the product. Today, hundreds of plug-ins are available, and thousands have been developed over the life of the application.



Building Community

Photoshop enjoys wide popularity on leading social media and community sites.



- The official Photoshop group on Facebook boasts more than 375,000 fans, and is growing by as much as several thousand per week.
- A Photoshop search on Facebook returns 670 page results and more than 13,000 group results.
- The official Photoshop Twitter feed has 7,000 followers.
- LinkedIn has 63 groups related to Photoshop.
- Flickr has 27,737 groups related to Photoshop.
- Scrapbook.com has more than 4,000 digital layouts posted in the Software > Adobe Photoshop category.
- A search on Adobe.com reveals 80 Photoshop related user groups, representing more than 3,500 members (Jan. 2010).

Range of Resources

With Photoshop, the possibilities are endless. And so are the resources to teach and talk about them.



- A search on Amazon.com returned more than 2,500 printed books for sale with Photoshop in the title. Thousands more have been published over the life of the product (Jan. 2010).
- Since early 2009, more than 50,000 blogs have been published with Photoshop in the title (Google blogs).
- Online Photoshop tutorials and training DVDs number in the thousands, and represent a thriving offshoot industry. Both tutorials and DVDs are offered through a number of sources, including Adobe TV, Lynda.com, NAPP, Photoshop Tutorials, Planet Photoshop, Total Training, Psdtuts+, and numerous individual evangelist sites.
- Courses in Photoshop are offered at all photography and design schools, as well as most community colleges, universities, and vocational schools in the U.S.
- A total of 280 AATCs (Adobe Authorized Training Centers) worldwide offer Photoshop training courses.



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