



Amy Love says the endurance of image metadata will prove invaluable

Giving Every Image Its Credit

By Amy Love,
VP Marketing and Business Development, PicScout

Here's a vision for tomorrow: Wherever an image appears online (Google Yahoo, Websites), the image creators get the credit they deserve and image users embrace licensing images because it's easy. So, how realistic is it?

Given the vast expansion of all things digital enabling image creation and image consumption, connecting owner information to images is critical. When images can be properly credited, more images become actionable and will be used, resulting in more images sold. As an industry, we must embrace the immediacy of the Internet and the demands of its users, providing automated systems to successfully promote images, while still protecting their use.

Legislation worldwide is addressing "orphan images" – the majority actually being "lost children" – missing the connection to their creator/parent. For licensors to reclaim image credit, the process must proceed through an eco-system of content creators, content distributors, applications and image buyers, working to transform image usage (both infringement and legitimate uses) into promotions and licenses. The endurance of image metadata will prove invaluable to image owners as their work can benefit from infinite iterations and licensed use.

Regarding the vision - the answer is it can be realized today. Stop by the PicScout booth (#1) and learn more about how technology can help and let us show you how Every Image Gets Its Credit™.

New Kids On The Stock

Graphic Leftovers
GL4iPad

Founded by: Kelly Jay and Daniel Errante
Location: USA
Images: 250,000

Founded in 2008, Graphic Leftovers is mainly graphics-focused, but also provide photographic images of concepts, nature, objects and conceptual images.

They recently launched the internet's first iPad-dedicated stock graphics and images website, providing graphics and images specifically built for Apple's new iPad.

What Comes Around Goes around

With over 5 million images online Photolibary represents the world's leading stock brands and photographers. CEO Glen Parker answers a few questions for CEPIC Daily.

By Tim Clifford

The stock industry has not escaped the global downturn. Will price prevail over quality?

I think price has been an issue longer than just the global financial crisis! We have found prices have stabilised over the past year. I suspect this has been because a lot of agencies have disappeared particularly those that were too dependent on one or two sectors (i.e. such as newspapers and magazines or only sold RF content), which took a pounding on price from the advent of the microstock phenomenon and then the global downturn.

With fewer players chasing the same dollar this has helped somewhat in stabilising price. In addition the microstock market is becoming saturated and we are seeing complaints from customers that they are seeing the same content on all micro sites. Funny enough it reminds me of when I first really joined the industry and we were getting the same comments on RF.....What comes around goes around I suppose.

Do you think that microstock has compromised industry standards?

I don't think that is the case. They have taken what I would call the filler market. Something that several RF producers several years ago were very good at!! Some of the content coming out of some of the micro guys is very good and they should be encouraged to upsell that content via traditional channels.



'We will continue to evolve and enter different sectors. You have to keep yourself lively!!!'

Each collection under the Photo Library umbrella has a very unique brand identity. Will you continue to brand each collection separately?

Absolutely. It is one of our key selling features. Whilst at a back end level it is integrated we have found that with the mass availability of content out there now it helps for those customers that are looking for something specific to go to a site that is just for what they need rather than trawling through hundreds of thousands if not millions of images on mass sites. We now have 7 specialty sites covering science, natural history, botanical, food, fine art and travel.

Have you adapted your marketing strategy in response to the global downturn?

Not so much from the global downturn but more so the introduction of more rich media over the past three to four years. Our marketing is much more targeted. It is not just about showcasing content. We try and adapt our marketing to have things that clients feel adds value to their every day life.

Search strategies and tools are every much part of the success of a stock company as content? Do you agree?

Absolutely, very much so. This is key. Most of the traffic that we get is from more long tail keywords as people search for things more specific. We don't personally get a lot of traffic from people typing in "royalty free images". That has become very much an industry term rather than something that new customers would use in trying to find content via a Google search for example.

You recently announced your representation of Presseselect. What does this mean for Photo Library?

It means that like I have indicated above that we will continue to evolve and enter different sectors. You have to keep yourself lively!!! We have recently signed on a news archive (more on that over the months ahead) and will continue to broaden the content in this field. We are also continuing to expand our reach with our new French office opening on 1 June and plans for movement into more European markets over the coming six months.