

London Media Network Media on Demand

Purchasing Images

James Claydon

Purchasing Images

- Why should I buy images?
- How should I buy images?
 - Always negotiate! Agencies will ALWAYS drop their prices
 - Price generally dependent on exposure an image will receive e.g. larger the print run the more the fee, front cover costs more than inside, etc....
 - Shop around – there are hundreds of suppliers out there
 - Make sure you are buying the rights you really need
 - Consider subscription deals if buying in bulk

Purchasing Images

- Multiple buying and pricing options
- Many agencies do not charge for non commercial usage e.g. LIFE Magazine's online archive!
- Rights Managed – price dependent on exposure, generally the most expensive option.
 - www.corbis.com, www.gettyimages.com, www.rexfeatures.com
- Royalty Free – images often cost between £25/50
 - www.gettyimages.com, www.jupiterimgaes.com, www.alamy.com
- Microstock – images as little as £1
 - www.istockphoto.com, www.shutterstock.co.uk, www.fotoalia.com

Purchasing Images

- Using unlicensed content.
- Many millions of images have embedded trackers so illegal online usage can be tracked.
- Agencies employ staff to trawl through publications & sites looking for unlicensed content.
- What do I do if I have been caught using unlicensed content?

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- Questions?