

Stock Photography

An introduction

Steve Heap

What is it?

- Photographs already available to meet the needs of a designer rather than commissioned
- Available on-line and searchable
- For “sale” under various licensing options
- Available for web use, prints, magazine and news outlets, advertising, products – everything except objectionable purposes





Uploaded to stock sites 5 Feb 2011:

Shutterstock: 142 downloads: \$154

iStockPhoto: 4 downloads: \$14.70

Difficult to track the sales of a single image across many sites...





Categories

Archives

August 2011

June 2011

May 2010

News

Charity Dog Walk in Aid of St Clare Hospice

31 August 2011

We are organising a 4km charity walk in aid of St Clare's. After the event there will be a fun day and BBQ! There will be a £2.50 fee for all participants which will all go to the hospice. Call us on 01277 890 231 for...

Daisy Wins The Cutest Pooch!

01 August 2011

Proud owner Chloe Bearman was delighted to see Daisy take the title of the Cutest Pooch on our Facebook page. With a staggering 264 likes to her picture Daisy took the title and the doggy treats hamper supplied by Bubbles Pet Supplies of Ongar. The Facebook promotion...

Horse Holidays!

22 June 2011

We are pleased to announce that we can now offer horse holidays for those of you who have horses. We have a fully equipped livery yard with fully trained staff offering a professional service. Please enquire at reception or through our online enquiry form regarding availability or if you would...

New Groomer!

22 June 2011

We'd like to welcome Steph back to our team at Animal Country Club. Steph is a qualified groomer who is able to groom and trim most breeds, making sure that your dog goes home looking smart and smelling clean. We can also groom dogs that are not staying with us...

Doggy Day Care

05 June 2011

The Animal Country Club now offers a day care pet service at Wood Farm. This unique service is available from 8am to 6pm and our experienced team will take care of your pet for the day. This service is ideally suited for those who need care cover while at...





Releases

- Releases are legal documents giving the photographer the right to publish the image:
 - Model releases – the right to use the image of a person recognizable in the photograph
 - Property release – the right to use the likeness of a building, art object, or any trademarked product
- Surprising complex topic!

Model Release Required



No Model Release

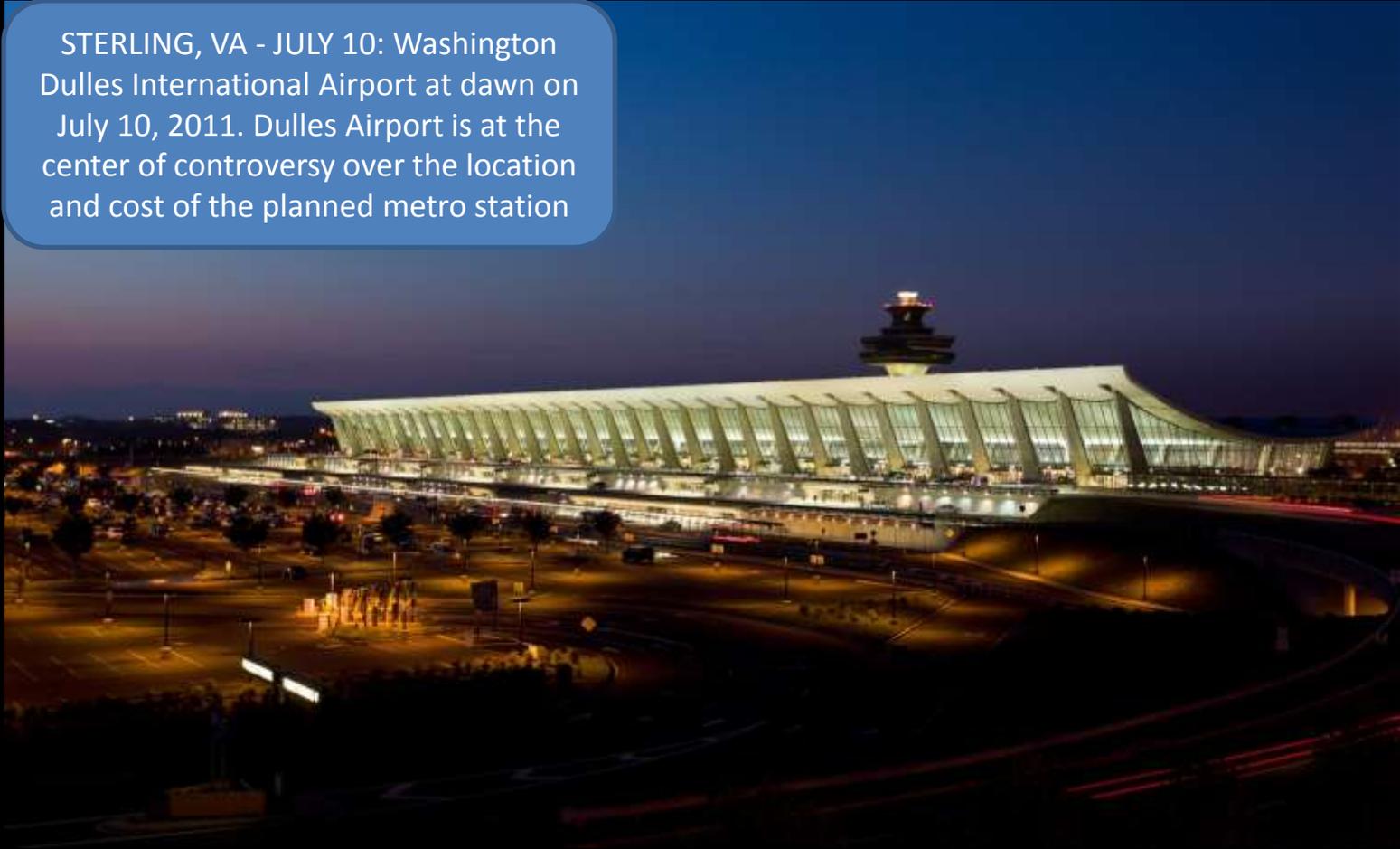


Types of Stock

- Editorial: For news-related stories and textbooks – no need for release as it is covered by “fair-use” copyright law
- Commercial: Any recognizable person must sign a release, buildings are less clear – the design of some modern buildings are copyright – eg Sydney Opera House

Editorial

STERLING, VA - JULY 10: Washington Dulles International Airport at dawn on July 10, 2011. Dulles Airport is at the center of controversy over the location and cost of the planned metro station



Commercial



Commercial

Desktop Monitors

- View All Models
- 3D Series
- Graphic Series
- LED Backlit
- Pro Series
- Value Series
- X Series
- Monitor Videos
- LED TCO Calculator

TVs

Projectors

Digital Signage

Digital Photo Frames

Digital Media Devices

Computers

Tablets

Video Playground

Archived Products

BUYER'S GUIDE

ViewSonic
AV Solutions &
Applications

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VX2253mh-LED

Go LED Go Green

Like 4

Tweet 0

Case Color: [Color]

ONLINE MERCHANTS >>

STORES NEAR YOU >>

B2B RESELLERS >>

Overview

Specs

Downloads

ViewSonic's VX2253mh-LED features an LED backlight 22" (21.5" viewable) ultra-thin widescreen monitor with up to 40% energy savings compared to a regular 22" monitor. Environmentally friendly mercury free VX2253mh-LED offers Full HD 1920x1080 resolution, two HDMI inputs, external power supply, 2ms response time, 30,000,000:1 MEGA dynamic contrast ratio, book stand option and SRS Premium Sound. Ideal for both home and office with a glossy black finish. The aspect ratio adjustment feature automatically senses the input signal and will not stretch a 4:3 signal but instead will position the image in the middle of the screen with side bars. A 3 year warranty, the industry's best pixel performance policy, energy saving Eco-mode and Windows 7 certification, make VX2253mh-LED a great long term investment.

Features

VX2253mh-LED

GO GREEN WITH FULL POWER

Rights Managed vs Royalty Free

- Rights Managed: Image is licensed for a particular purpose and with a price that varies with that use. History of use can be tracked.
- Royalty Free: Image is licensed in broad categories with no tracking of the actual use.
 - Illustrational use would be one price
 - Resale or Product use is more expensive

Micro vs Macro Stock

- Tricky to define exactly!
- Macro – more traditional Rights Managed Stock. How things used to be for professional photographers. Higher prices per use.
- Micro – on-line, Royalty Free, lower prices, higher volumes

How low is low?

- Is Micro stock devaluing the worth of photographers?
- Managing a stock library used to be hard and expensive:
 - Catalog film, run demo prints, courier to the client, manage the licensing, provide final print
 - Now “everything” is digital. Client can find and download with one click. The base of photographers has exploded
- If a high quality image is available for \$20, who will pay the traditional \$1000 we used to get?

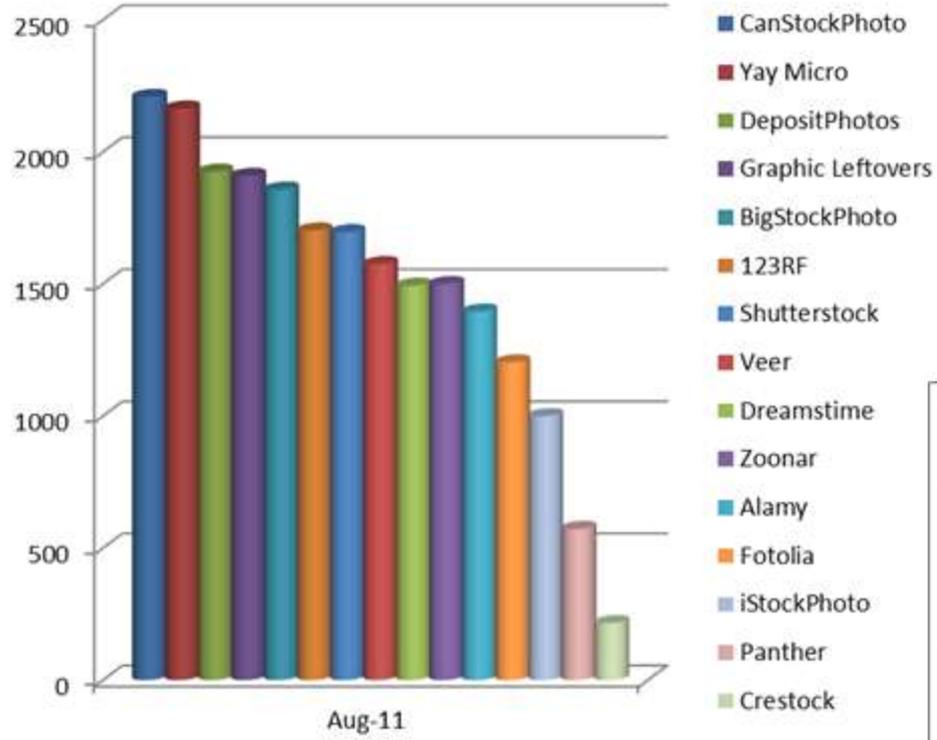
Should you take part?

- Are you willing to accept 33c for the license of one of your photographs?
- Are you willing to spend considerable time keywording and describing your images?
- Are you happy to focus on saleable shots rather than a fine-art photograph?

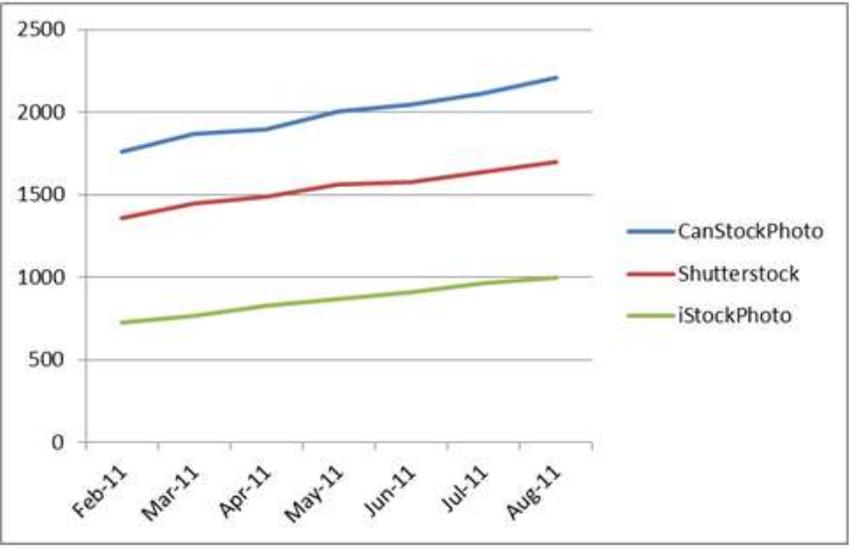
How much can you earn?

- 2010 survey of 522 microstock contributors:
 - 394 were part time
 - Average earnings \$9,265, Median \$2,000
 - Average portfolio – 1,089
 - 128 were full time
 - Average earnings \$31,385, Median \$12,405, Max \$450K!
 - Average portfolio – 2,851

Files on line



Files on line - 2011



The main microstock sites

- The “Microstock Group” maintains a monthly poll of its members and ranks sites by earnings
 - Shutterstock
 - iStock
 - Dreamstime
 - Fotolia
 - 123RF
 - Canstockphoto
 - And 10 others with some reported earnings

So, what sells?

Most Popular Images

Top 50 Images Ever | Top 50 Images This Week | Top 500 Image Searches | Top 25 Virus Searches

View List By: Photos Only



Sort By New Popular Relevant Random

Page 1 of 15

Try the new Relevant option above to see improved image results. [Learn more](#) | [Feedback](#)

Shutterstock:
490 Downloads
\$264 in 3 years



iStock:
71 Downloads
\$118 in 2 years



Dreamstime:
54 Downloads
\$122 in 3 years



Fotolia:
79 Downloads
\$? in 4 years



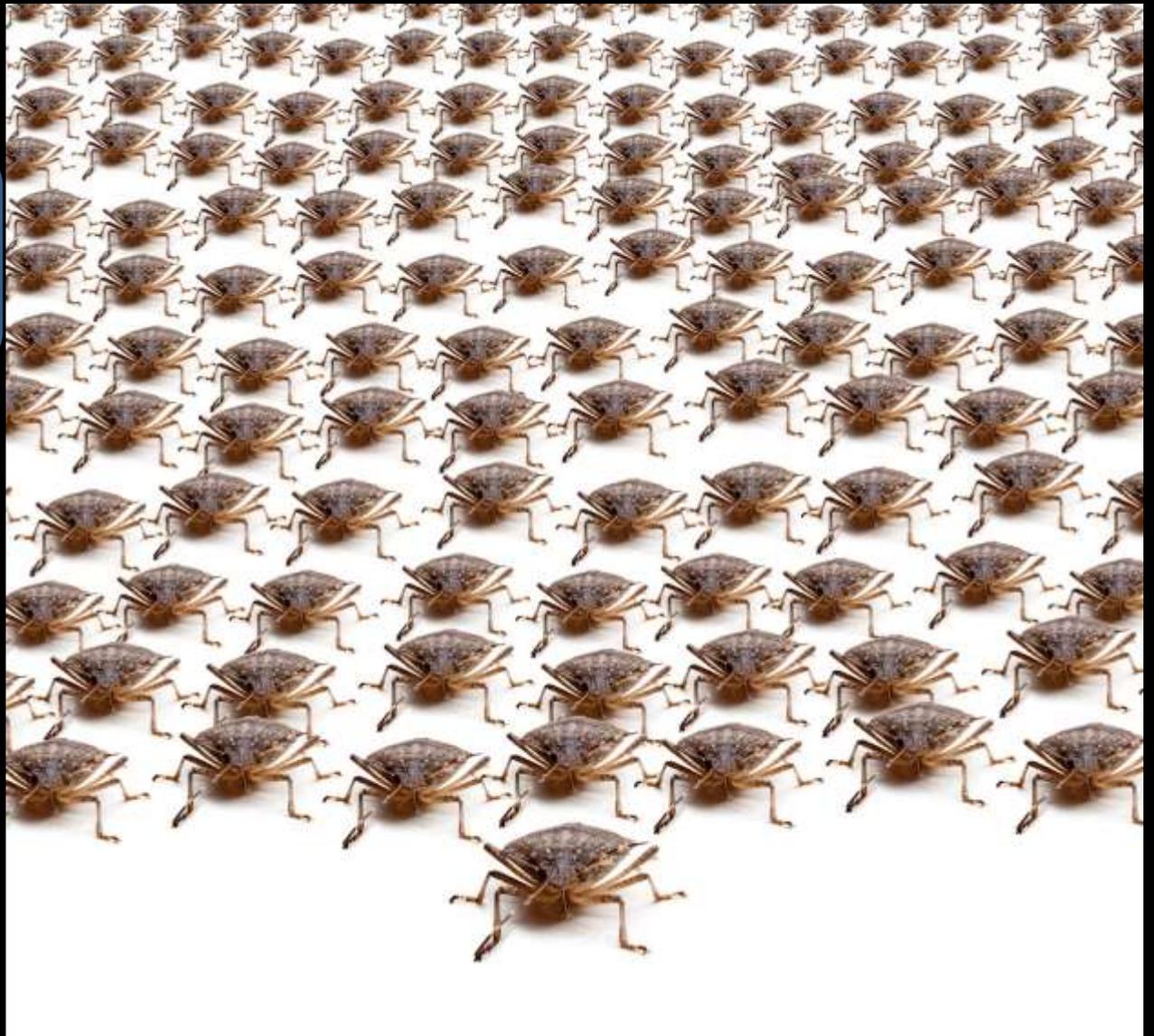
Mid-Stock sites

- Alamy and Panther Media accept all photographers
- Sales are under both RF and Rights Managed terms
- Alamy accepts all technically competent images
 - No rejections for “no commercial value”



Alamy:
1 Download
\$120

Alamy:
1 Download
\$40 for editorial
website



Stuff You'll Love

- [Backyard Beekeeping](#)
- [Bathroom Cabinet](#)
- [EarthMinded Rain Barrels](#)
- [Grow bigger vegetables naturally - THRIVE](#)
- [Hypertufa Containers](#)
- [Patio Furniture](#)
- [World's Best Compost](#)
- [flower delivery](#)
- [Seed Flowers to Columbia](#)
- [Discounted bathroom vanities](#)
- [Garden Benches & Garden Decor](#)
- [Cast Aluminum Patio Furniture](#)

Recent Comments

Karen: Hi. Thanks for the info. I have two identical raised beds, one with 7 Amish Paste plants and the other with...

James C: How frequently do the plants need watering, and does it require full sun, partial...? Thanks ☺

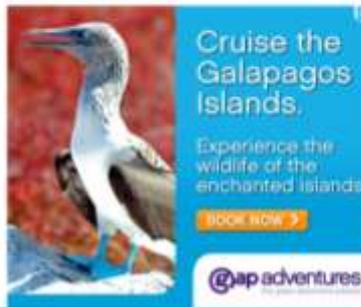
Jin: I have 3, 4 by 8 raised no dig plots I am going to use for the 3 sisters. I am guessing 4 minimum 3 sisters per...

Rich Tompkins: Hi Pete, I don't even try to stop my birds from eating my Goji anymore. RESISTANCE IS FUTILE....

Michelle: Hi, I really appreciate your site. I bought two seedlings in a pot of organic...

March of the Brown Marmorated Stink Bug

NOVEMBER 2, 2010



Reports of gardeners struggling with deformed green beans and other crops this summer were a mystery that was assigned to everything from poor pollination to bad seeds.

The culprit has finally been identified as the Brown Marmorated Stink Bug, an exotic pest that is making its rounds to gardens and farms here in Pennsylvania as well as other states

spread across the country.



Here is an email about it that I received earlier this summer:

Brown Marmorated Stink Bugs Create Confusion in Backyard Gardens

Some gardeners in the northeast region of Pennsylvania had a very good...



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Search this Site

Search

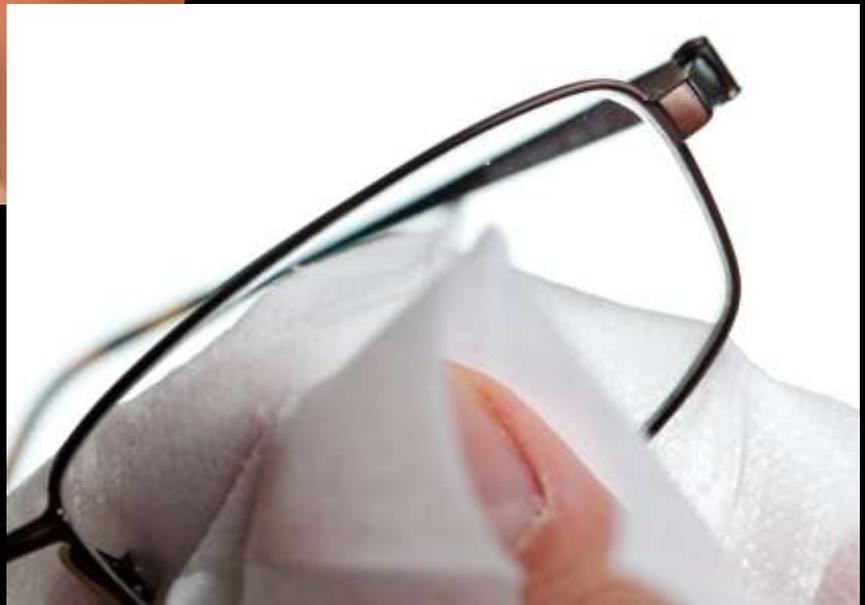
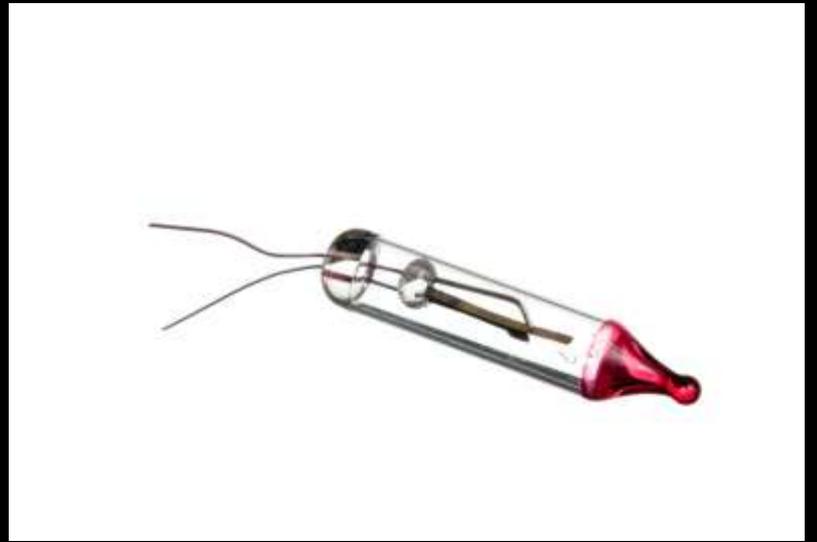
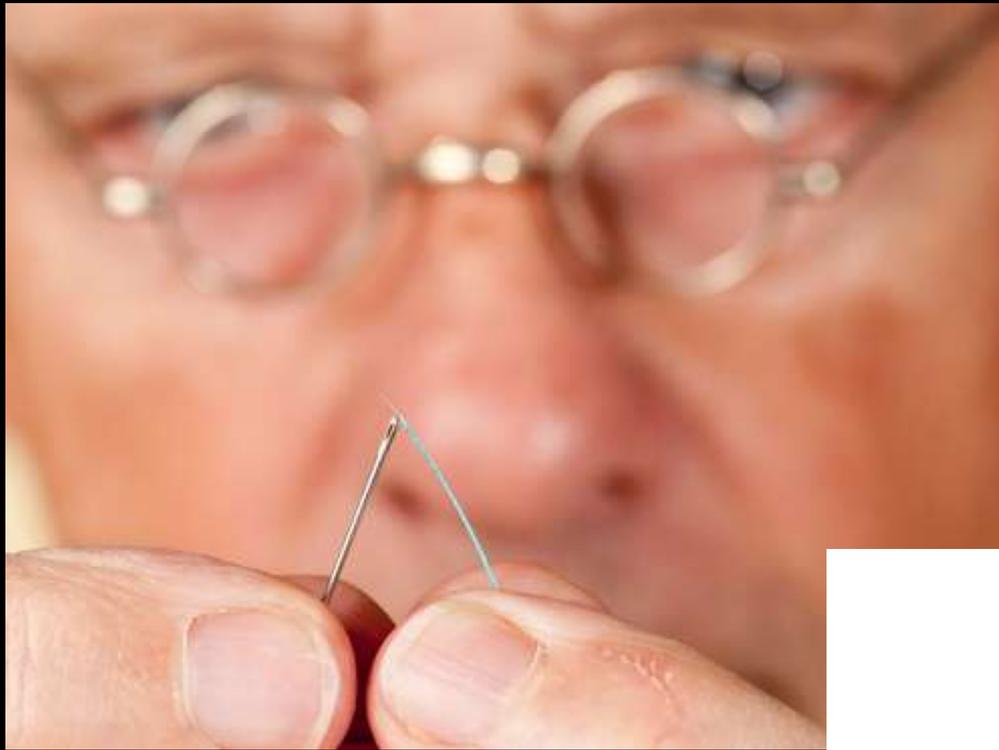
Google™ Custom Search

Categories

- [Beginner Gardening Tips](#) (27)
- [Cultivating Leafy Greens](#) (18)
- [Dinosaur Bait Vegetables](#) (16)

Recent Uploads









What is involved?

- Take saleable images:
 - No logos, no people without releases, no dust spots, no noise, sharp and well exposed
- Keyword and Describe
 - 30 – 50 keywords that describe the image
 - Title and Description
- Export JPEG in sRGB color space
- Upload to stock sites
- Visit the site to assign to categories

Help available

- Lightroom – excellent for managing images, keywording, exporting
- Lightburner – site which distributes to the main stock sites to save uploading effort
- DeepMeta – software that helps manage the intricacies of iStock uploading
- StockMon – monitors daily sales and income
- Each site – provides some sales information

Show statistics for: August 2011 ▼

	# of downloads for all media	25+ Day Downloads	On Demand Downloads	Enhanced Downloads	Referred Downloads	Backup CD	Referred Subscriptions	Footage Cart Sales	Footage Subscriptions	Referred Footage	Daily Total
2011-08-01	23	8.28	-	-	-	-	-	-	-	-	\$8.28
2011-08-02	20	6.48	5.40	-	-	-	-	-	-	-	\$11.88
2011-08-03	21	6.84	2.70	28.00	-	-	-	-	-	-	\$37.54
2011-08-04	27	9.36	1.17	-	-	-	-	-	-	-	\$10.53
2011-08-05	21	6.84	5.40	-	-	-	-	-	-	-	\$12.24
2011-08-06	8	2.88	-	-	-	-	-	-	-	-	\$2.88
2011-08-07	9	2.88	1.17	-	-	-	-	-	-	-	\$4.05
2011-08-08	23	8.28	-	-	-	-	-	-	-	-	\$8.28
2011-08-09	19	6.12	3.87	-	-	-	-	-	-	-	\$9.99
2011-08-10	17	6.12	-	-	-	-	-	-	-	-	\$6.12
2011-08-11	28	10.08	-	-	-	-	-	-	-	-	\$10.08
2011-08-12	16	5.76	-	-	-	-	-	-	-	-	\$5.76
2011-08-13	6	2.16	-	-	-	-	-	-	-	-	\$2.16
2011-08-14	13	4.32	1.17	-	-	-	-	-	-	-	\$5.49
2011-08-15	20	6.84	2.70	-	-	-	-	-	-	-	\$9.54
2011-08-16	11	3.96	-	-	-	-	-	-	-	-	\$3.96
2011-08-17	19	6.12	3.87	-	-	-	-	-	-	-	\$9.99
2011-08-18	16	5.76	-	-	-	-	-	-	-	-	\$5.76
2011-08-19	15	5.04	2.70	-	-	-	-	-	-	-	\$7.74
2011-08-20	4	1.44	-	-	-	-	-	-	-	-	\$1.44
2011-08-21	7	2.52	-	-	-	-	-	-	-	-	\$2.52
2011-08-22	14	3.60	7.74	-	-	-	-	-	-	-	\$11.34
2011-08-23	28	8.28	10.44	-	-	-	-	-	-	-	\$18.72
2011-08-24	22	7.56	2.70	-	-	-	-	-	-	-	\$10.26
2011-08-25	22	7.20	5.40	-	-	-	-	-	-	-	\$12.60
2011-08-26	18	5.40	8.10	-	-	-	-	-	-	-	\$13.50
2011-08-27	9	3.24	-	-	-	-	-	-	-	-	\$3.24
2011-08-28	9	1.80	7.74	-	-	-	-	-	-	-	\$9.54
2011-08-29	22	7.56	-	-	-	-	-	13.25	-	-	\$20.81
2011-08-30	29	9.36	8.10	-	-	-	-	-	-	-	\$17.46
2011-08-31	25	9.00	-	-	-	-	-	-	-	-	\$9.00
MONTH TOTALS:	541	\$181.08	\$80.37	\$28.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13.25	\$0.00	\$302.70

Should you do it?

- I don't know!
- Not for everyone – a lot of work with some disappointments along the way
 - Rejection can be hard to swallow
- Steady stream of income
- Set vacations and equipment against tax...
- Find fame and fortune.....



FLOTSAM & JETSAM

Chocolate-Eaters More Likely To Be Depressed

By Glen Rindler on April 27, 2010 at 3:21 PM

 Like

 retweet

Do you eat chocolate because you are sad? Or are you sad because you eat chocolate? The conundrum, known as Guisewite's Paradox, has plagued philosophers for generations. And now, Science has tackled it! Do they have an answer for us?

Participants in a recent study of dietary intake and chocolate consumption were given a mood test to screen for possible depression. Those who scored highest ("possible major depression") consumed the most chocolate – almost 12 servings a month. Those who scored "not depressed" only ate 5.4 servings a month.

So what is it about chocolate that attracts the saddoes? Science has a few ideas.

Theory 1: You Eat Chocolate Because You Are Sad

“ It could be that depression stimulates chocolate cravings as a form of self-treatment. Chocolate prompts the release of certain chemicals in the brain, such as dopamine, that produce feelings of pleasure.



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