



# Advertising & Promotion survey

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## Introduction

This survey of rights and pricing in the advertising and promotion sector was conducted during April 2014 and is based on anonymous online responses by just 26 BAPLA members. The aim of the survey is to show how rights and pricing models are changing in this sector and to offer an objective, historical survey of pricing trends. It must be kept in mind however, that only a small percentage of the membership answered the survey, so the results are not as completely representative as we would have liked. It is impossible to know whether the members who did not respond to the survey do in fact deal with this client sector regularly or not, or indeed whether the amount of business they do in this sector has changed in recent years. It should also be noted that the survey referred primarily to the licensing of rights-managed images.

For many BAPLA members, this sector is not their bread and butter, and in fact all respondents said that this sector makes up no more the 20% of their income, with most saying that it was around 5%. Despite this, the advertising and promotion sector still offers the potential of large sales and a high price per image. As with other market sectors, the rights landscape is changing and extensive rights are requested more and more. This is perhaps not surprising, considering the nature of ad campaigns and their target audience and especially the diversity of media channels now available.

On the whole, it seems that there is downward pressure on prices from this industry, and this can clearly be seen in our graphs comparing fees from 2008 to 2014. Most respondents said that they had seen fewer clients contacting them for major advertising and promotional usages and those who did had lower budgets. One respondent said that they

had seen revenue decline by as much as 50% from this sector. It is not all doom and gloom though - one respondent from a specialist library found that although budgets are tighter, clients will pay for images that no-one else has. This re-enforces the view that there is a changing visual literacy amongst consumers, with agencies searching farther afield to find just the right image. Another respondent found that this sector is growing for them as clients become more aware of the fact that they need to obtain proper licences to use images.

It seems that this sector can be particularly frustrating to work with at times, with difficulties including the scarcity of initial queries, getting the price right when there are many variables, and being able to finalise the deal in a fluid and fast moving sector.

We would be interested to receive any feedback from members to the survey and indeed any additional comments regarding the questions raised or general trends in this sector. Emails should be directed to [Susanne@bapla.or.uk](mailto:Susanne@bapla.or.uk) in the first instance.

Laura Summerton, Tim Harris and the BAPLA Rights Working Group

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## General questions

**1) When licensing images for advertising and promotional use, if you are dealing with an advertising or design agency, do you always ask who the end client is?**

Of the 25 responses to this question, 68% (17) of people said that they do always ask who the end client is.

**2) If yes, how does this change how you work with your client/put the quote together?**

There was quite a broad range of answers to this question with 8 respondents saying that knowing who the end client is may have an impact on the price. That is, they were more willing to offer a discount if the end client is a charity or the use is educational compared to a large company, or that they would scale the quote up or down depending on the size of the company. 3 respondents explicitly stated that they do ask who the end client is but that this information does not have an impact on the price. Additional responses include finding out who the end user is in order to prevent copyright and personality rights infringement.

**3) What percentage extra would you charge on an otherwise comparable quote for World, compared to UK/Single country only?**

The answers given to this question varied considerably, ranging from 20% to 400% with most people saying that they would charge an additional 50% to quote for World, rather than UK/Single country rights.

**4 and 5) Do you charge for the supply of high resolution files for comping/pitching? If yes, how much?**

23 people replied to this question with 91% stating that they don't charge. Two people said that either they did charge or they tried to charge for high res images at £25 and £35 respectively.

**6) Do you provide any additional rights clearing services on behalf of your clients?**

9 people said 'yes', 10 'No' and 6 said that 'No further clearance is required'.

**7) If yes, what and how much do you charge, if anything?**

There was a mixture of responses to this question with some respondents getting involved in rights clearances and charging for this service on an ad hoc basis, and another respondent said that they charged £100 on top of the licence fee if they get clearance and the sale goes ahead. Others said that they would provide their client with the right contact for the clearance and then leave it for the client to clear, which was a service they offered free of charge. One respondent said that they referred clients to a clearance specialist who charged independently. One respondent said that if they can, they would clear 3<sup>rd</sup> party rights for their key customers free of charge.

**8) Do you offer images on an exclusive basis?**

11 respondents said 'yes', two said 'no' and 12 said that it depended on the image.

**9 and 10) Do you have a set surcharge for media exclusivity? If yes, how much?**

The majority of respondents (20) said that they do not have a set surcharge. 5 said that they did have a set charge. Of those who did charge the answers were split between charging an additional 50% and charging an additional 100%.

**11 and 12) Do you have a set surcharge for general exclusivity (i.e all media, industry, countries etc.)? If yes, how much?**

75% of respondents said that they did have a set surcharge for general exclusivity and gave fees ranging from 50% and 100% to 10 times the price of an equivalent non-exclusive licence.

## **Advertising**

**13) Which factors influence your pricing structure when quoting for images used in advertisements in newspapers or magazines?**

Print run, Number of insertions, Time period, Type of publication, Size of image, Nature of image, Whether the image is part of a montage or not, Position of ad in publication

Most respondents see print run, number of insertions and image size as key factors when quoting for image use. The type of publication or whether the image is part of a montage are taken into consideration but are not main factors in determining price. The nature of an image or the position of an ad does not affect the pricing structure when quoting for the majority of respondents. Responses regarding time period were evenly split so inconclusive.

**14 and 15) Do you add a surcharge if there is also an electronic version of the newspaper or magazine? If yes, how much?**

21 respondents answered this question. Two thirds of respondents would add a surcharge for additional use of an image in the electronic version of a title. Surcharges varied

between 10-50% of print fees, with an average of around 25%. One respondent stated they are often unable to charge additional fees for online. Several respondents would judge online completely separate from the print use and ask for full usage details.

**16) If a client called you with the following criteria, how much would you quote?  
National Magazine, print only, circulation 200,000, UK only, 1 month**

**Quarter page, 4 insertions**

14 people gave an answer. The price range was £240-£894 with the average at £500.

**Quarter page, No limit on insertions**

11 people gave an answer. The price range was £546-£2389 with the average at £1045.

**Full page, 4 insertions**

14 people gave an answer. The price range was £400-£1500 with the average at £919.

**Full page, No limit on insertions**

11 people gave an answer. The price range was £775-£3156 with the average at £1760.

The price difference between ¼ page use and full page use varied from an additional 150% to 300% for full page. The difference in price between 4 insertions and unlimited insertions at the same size varied from an additional 125% to 300%. 2 respondents charged the same fee regardless of number of insertions, but charged more for full page use than ¼ page.

## Posters and Billboards

**17) How many times have you priced for the following over the past year (either on their own or specified within a blanket license)?**

Vehicle side posters, Interior transport posters (e.g. inside trains, buses or tube trains on cards), Posters at train, bus or underground stations, Point of sale

Most respondents (10 out of 15) had quoted for point of sale advertising in the past year. 5 had quoted for interior transport and 6 for station posters. Only 3 had quoted for side of vehicle posters. The vast majority of respondents had quoted less than 10 times in the last year for these media, and most only once or twice, if at all.

**18) Which of the following factors influence your pricing when quoting for images used in advertisements on posters and billboards?**

Size of poster/billboard, Quantity, Location, Whether the campaign was regional, national or international, Time period, Proportionate size of image, Whether image is part of a montage or not

The responses to this question were inconclusive and somewhat ambiguous. The most important factors (given each by 25% of respondents) were size of poster and quantity.

**19) What other factors do you consider when pricing for posters/billboards?**

Several respondents would consider other factors such as the type of client and the client's budget, whether the image is exclusive or not, the type of image used and how important the image is to the overall design.

**20) How often are you asked for digital posters, or digital outdoor displays?**

11 out of 15 respondents had rarely or never been asked for digital posters or displays. However, the remaining respondents were asked regularly or frequently. This suggests

that those members supplying often for advertising posters are also asked for digital poster rights.

**21) How do you price these differently from the print equivalent?**

Everyone who had quoted for digital posters priced them in the same way as for the print equivalent.

**22) How much would you charge for: Advertising campaign, Duration: 3 months, Quantity: 50?**

Adshells: 8 people gave an answer. The price range was £300-£900 with the average at £552.

48 Sheet: 10 people gave an answer. The price range was £480-£1621 with the average at £982.

Bus Side: 8 people gave an answer. The price range was £350-£1500 with the average at £880.

**23) How much would you charge for: Advertising campaign, Duration: 3 months, Quantity: 200?**

Adshells: 8 people gave an answer. The price range was £350-£1125 with the average at £735.

48 Sheet: 10 people gave an answer. The price range was £500-£1831 with the average at £1265.

Bus Side: 8 people gave an answer. The price range was £350-£2000 with the average at £1148.

**24) How much would you charge for: Advertising campaign, Duration: 12 months, Quantity: 50?**

Adshells: 8 people gave an answer. The price range was £500-£1190 with the average at £824.

48 Sheet: 10 people gave an answer. The price range was £480-£2162 with the average at £1372.

Bus Side: 8 people gave an answer. The price range was £500-£2000 with the average at £1290.

**25) How much would you charge for: Advertising campaign, Duration: 12 months, Quantity: 200?**

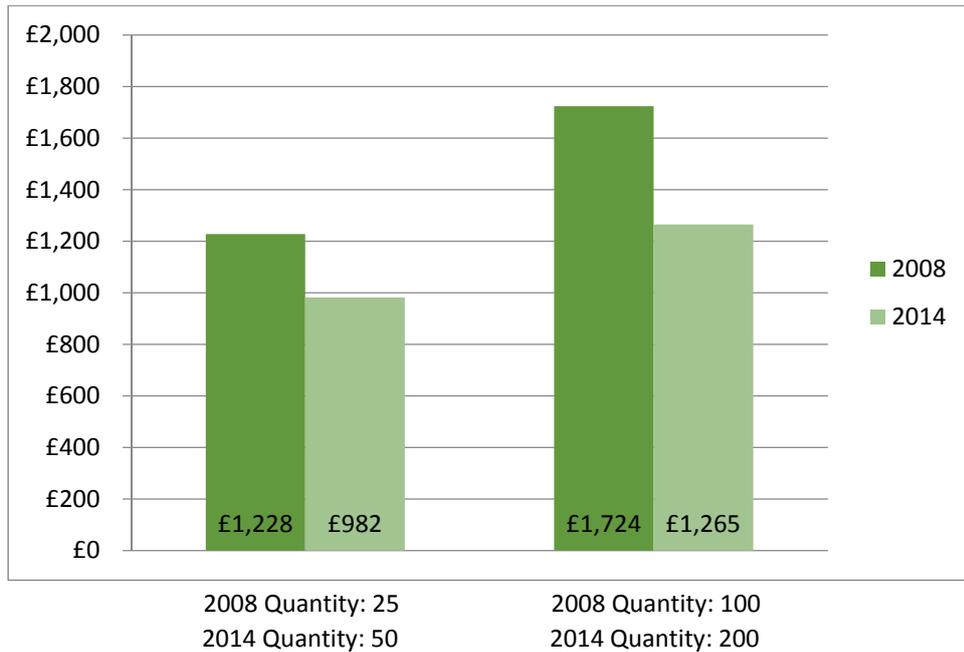
Adshells: 8 people gave an answer. The price range was £500-£1690 with the average at £1092.

48 Sheet: 10 people gave an answer. The price range was £600-£2441 with the average at £1718.

Bus Side: 8 people gave an answer. The price range was £500-£2500 with the average at £1655.

One respondent charged no differently for extra quantity, while 2 respondents only had pricing information for 48 sheets. Bus sides were most commonly charged at a lower rate than 48 sheet posters, but also commonly at the same rates and one respondent charged more for bus-sides.

**Advertising campaign, Duration: 3 months, 48 Sheet - comparison 2008 to 2014**



## TV & Cinema

**26) How often have you priced for TV advertising use over the last 2 years?**

We received 14 responses to this question. 5 said 'never', 4 said 'under 5 times' 3 said '5-10 times' and 2 said 'over 10 times'.

**27) Which factors influence your pricing when quoting for images used in advertisements on TV?** Territory, License duration, Length of time on screen, Prominence, Whether it is a flash or a set dressing

Most of the people who responded said Territory was the most important factor and that Flash or Set Dressing was the least important factor

**28) Have you priced for cinema advertising in the last year?**

We received 15 responses to this question. 78% said they had not quoted for cinema advertising, while 22% said they had.

**29) Do you price differently for cinema?**

Of the 10 people who responded to this question, 6 said yes they do price differently for cinema.

**30) If so, what rights are asked for and what did you charge?**

There were no meaningful answers to this question.

**31) What would you charge for: Single flash of image within advert, 3 months duration, broadcast only?**

The price ranges for both UK and World were quite wide.

**UK** - 7 people answered this question. Prices ranged from £300 to £1500 with the average at £741. 4 out of the 7 people said they would charge less than £500 and 2 out of 7 said they would charge over £1000.

**World** - 7 people answered this question. Prices ranged from £800 to £3000 with the average at £1640.

**32) What would you charge for: Single flash of image within advert, 3 months duration, all media?**

Again, there was quite a range. One respondent out of the 5 who answered this question said they'd always negotiate rather than have set fees.

**UK** - Prices ranged from £635 to £3000 with the average at £1607.

**World** - Prices ranged from £1200 to £8000 with the average at £3560.

## **Advertising and Promotion - Web**

**33) Which of the following factors influence your pricing when quoting for images used in advertisements on a website? That is, paid for website advertising (e.g. side bar, micro sites, banner ads and spot ads) we are not including email marketing here.**

Number of sites image will appear on, Time period, Whether the image is fixed or part of a rotating display, Homepage or secondary page, Type of site, Size of file

Time period was the most important factor, while type of site and size of file were the least important factors. The other answers were inconclusive.

**34) How much would you charge for a single banner ad?**

**1 week:** 7 people answered this question with prices ranging from £40 - £250 with the average at £110.

**1 month:** 8 people answered this question. The range was from £80 - £454. The average was £200.

**1 year:** 9 people answered this question. The range was very broad (£50 - £896) with an average of £357. It is worth noting that most answers were above £300 and the respondent who gave the £50 answer did not give a figure for 1 week and 1 month so this may be their minimum time period.

**35) How much would you charge for unlimited banner ads?**

**1 week:** 6 people responded to this question and their answers were remarkably similar ranging from £200 - £300 with half of all respondents giving an answer of £240 - £250. The average was £256.

**1 month:** 7 people answered this question, the range was a bit broader this time (£250 - £582) with an average of £427.

**1 year:** 8 people answered this question and the range was broader still at £95 - £1167, with the average £686. As above the respondent who gave the £95 figure did not give an answer for 1 week or 1 month.

**36) How much would you charge for a single spot ad?**

**1 week:** 6 people answered this question. The range was £49 - £150 with the average at £84.

**1 month:** 7 people answered this question with answers ranging from £99 - £379. The most common answer was between £100 and £180 (4 people) and the average was £181.

**1 year:** 8 people answered this question with a range from £50 - £747 with the average at £337 and only one member charging more than £500. Again, the lowest answer of £50 was submitted for the first time suggesting that 1 year is the minimum time period offered by this member.

**37) How much would you charge for unlimited spot ads?**

**1 week:** 5 people responded to this question with a range of answers remarkably tight (£200 - £300). The average was £248.

**1 month:** 6 people responded and again the range is close with all answers between £360 and £520. The average was £433.

**1 year:** 7 people responded to this with all but one in the range £750 - £973 and one outlier citing £95. The average was £674.

Note: for questions 32 - 37 one additional respondent said price would be agreed by negotiation.

## Point of Sale

**38) Have you licensed for any point of sale usages over the last year?**

Of the 15 respondents, 67% of respondents answered 'yes' and 33% answered 'no'.

**39) Which of the following would you consider to be point of sale?**

Shop tags 6/13

Instore poster 12/13

Till display 13/13

Window display 10/13

Carrier bags 3/13

Product display 11/13

Table display 10/13

Instore electronic screen display 12/13

Shop cards 5/13

**40) Anything else?**

No responses received.

**41) What would you quote for in-branch poster, nationwide, 3 months?**

**500 print-run:** £509 was the average price of the 10 quotes given, which ranged from £140 to £900.

**Unlimited print-run:** £1126 was the average price of 9 quotes given, which ranged from £240 to £2000. One member would not license for unlimited print-run.

One respondent stated that the fee depended on the size and another that it would be negotiated with the client.

**42) What would you quote for shop tags, nationwide, 3 months?**

**500 print-run:** £414 was the average price of 6 quotes given, with the range between £250 and £650.

**Unlimited print-run:** £760 was the average of 5 quotes given, which ranged from £500 to £1300. One member wouldn't license for unlimited print-run.

## Packaging

**43 and 44) Have you licensed for packaging over the past year? If so, what type of product?**

47% of respondents answered yes and 53% answered no from a total of 15 respondents.

Of those who had licensed for packaging, they had licensed for the following products:

Food and drink (6 respondents)

Gifts (5 respondents)

Toiletries (5 respondents)

Clothing (3 respondents)

Electronics (1 respondent)

Optics (0 respondents)

**45) Other (please specify)**

No responses to this question so we assume no other types of product packaging were quoted for.

**46) Which of the following factors influence your pricing when quoting for images used on packaging?**

Quantity, Time period, Size and prominence of the image, Price of the product, Region of distribution

There were 21 responses to this question, but answers were somewhat ambiguous. It seems that quantity was most important, followed by the size and prominence of the image. Price of the product was least important and both region and time period were considered important and unimportant by an equal proportion of respondents.

47) What would you quote for electronic or optic goods packaging, used once, print-run 10,000?

1 year: (5 replies) Average fee quoted was £419 with the range between £230 and £1000.  
3 years: (5 replies) Average fee quoted was £847 with the range between £280 and £2000.

48) What would you quote for electronic or optic goods packaging, used once, print-run 100,000?

1 year: (5 replies) Average fee quoted was £674 with the range between £350 and £1500.  
3 years: (5 replies) Average fee quoted was £1489 with the range between £420 and £3000.

49) What would you quote for food or drinks packaging, used once, print-run 10,000?

1 year: (6 replies) The average fee quoted was £389, with the range between £230 and £1000. The most common fee quoted was £250 and there was one outlying response.  
3 years: (6 replies) The average fee quoted was £754, with the range between £280 and £2000. There was a wide variation in fees quoted.

50) What would you quote for food or drinks packaging, used once, print-run 100,000?

1 year: (6 replies) The average fee quoted was £611 with the range between £300 and £1500.  
3 years: (6 replies) The average fee quoted was £1314 with the range between £420 and £3000.

## Press pack

51) Do you supply images for use in press packs/press releases?

Almost 75% of respondents currently supply licences for press pack use.

52 and 53) Do you have any special requirements when licensing for this use? If 'yes' what are they?

Press pack and press release licensing remains an area where libraries are restricting the use of images, with additional terms and conditions applying to these licences; over 60% of respondents have additional requirements over and above their standard terms when licensing these rights. These requirements include stipulations to credit image, retain metadata or limit the size of file, and terms relating to sub-licencing and 3<sup>rd</sup> party distribution. Two respondents had a two-tier structure, one fee for the press pack use only and a much higher one to include further use by recipients of the press pack.

**54) Which of the following factors influence your pricing when quoting for press packs/releases?**

Media list, Time period, Media type (i.e. print or digital), Type of client, Territory, Type of image

The pricing of press pack and release licences is shown to be primarily informed by the duration of the licence, followed by the media type and territories which were given equal weighting. It is notable that the 'Media List' was not highly ranked as a price influencer.

**55) Have you licensed for this type of usage in the past year?**

All the people who answered this question (11) answered that they had licensed for this type of usage in the past year.

**56) If yes, please can you give details/examples of the rights and price?**

Pricing in this area varies widely and ranges from under £100 per image for single uses and short durations, to over £2000 for licences covering print and digital use with permission for press release recipients to use the image. Two respondents both quoted a range of £500 - £1000.

## **Promotional use**

**57) Have you licensed for any of the following over the last year?**

Brochure  
Sales Catalogue  
Annual Report  
Direct Mail  
Leaflet  
E-mail marketing  
Logos  
Company Stationery  
Corporate website  
Trade Show

Of the 14 respondents, there was a fairly even spread of uses that have been licensed in the last 12 months. The highest being brochure and leaflet use (licensed by all respondents), followed by corporate website uses, e-mail marketing and sales catalogues. Licencing for logos and company stationery were notably lower, and to a lesser extent direct mail.

**58) Which factors influence your pricing when quoting promotional usages?**

Media list, Time period, Media type (i.e. print or digital), Type of client, Territory, Type of image

The duration of the licence and the print run share equal weighting as the highest ranked price influencers for this type of licence; however, there was a fairly even spread across all factors in terms of most and least importance.

**59 and 60) What would you charge for an image used in a Single sheet mailer, worldwide, single use, A5, full page, Print run: 10,000?** The price range given varied from £95 to £750, the average being £319, but it is important to note that 7 of the 11 responses were in the range £200 to £300.

**Print run: 100,000?** The price range quoted was from £95 to £1000 with the average £507. One third of the answers were in the range £300-£360. Only one respondent charged the same for 10,000 and 100,000 print-run and the most common uplift from the lower to the higher print-run was in the range of 30-50%.

**61 and 62) What would you charge for: E-mail marketing, single prominent use, Print run: 10,000?** Of 13 respondents the range was between £49 and £400, with 7 of the 12 responses stating figures being between £100 and £200 and the average was £168.

**Print run: 100,000?** Of 13 respondents the range was between £95 and £1000, the average £298 and the most common answer £300. The uplift from the 10,000 print run option tended to be between 50% and 100% more.

**63) What would you charge for: Brochure, Front cover, world, 1000?**

Of the 13 respondents the brochure cover rate ranged from £95 to £500, and the average was £345.

**64 and 65) What would you charge for: Annual Report, Front cover, Single country, Print run: 1,000?** Of the 12 respondents the rates quoted were between £95 and £700. The average was £287 and the most commonly cited figure was £250.

**Print run: 10,000?** Of the 12 respondents the rates quoted ranged from £95 to £500. The average was £340 and the most commonly cited figure was £350.

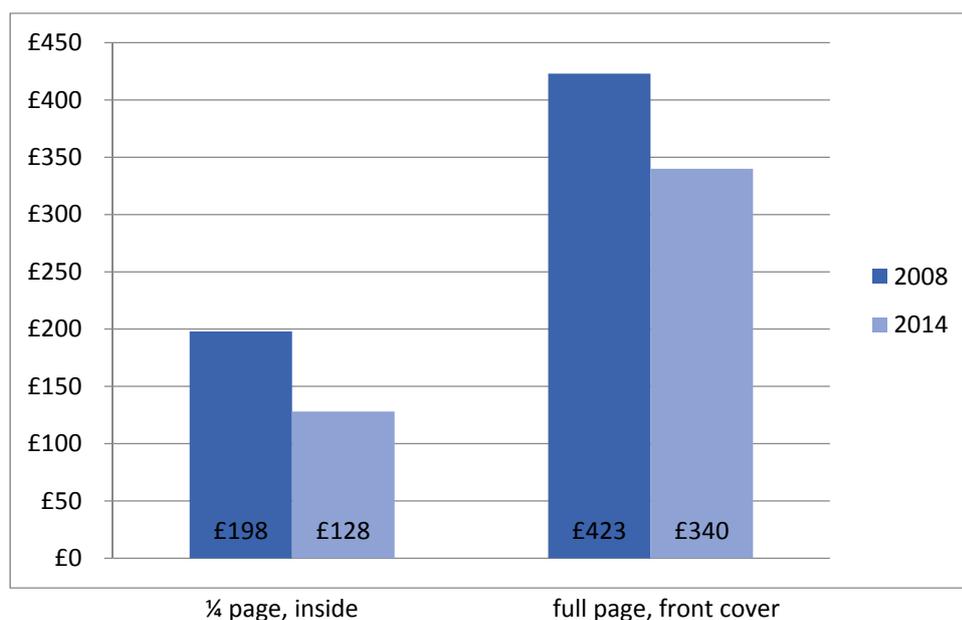
n.b. the highest figure for a print run of 1,000 is higher than for the print run of 10,000. We assume that this is either due to respondent error or we have different respondents for the two questions.

**66 and 67) What would you charge for: Annual report, quarter page inside, Single country,**

**Print run: 1,000?** Of the 11 respondents the rates quoted ranged from £50 to £150, the average rate quoted was £95. Half of the responses giving specific figures were in the range £90-£120.

**Print run: 10,000?** Of the 11 respondents the rates quoted ranged from £50 to £193, the average rate quoted was £128, around a 35% uplift from the 1000 print run responses.

## Annual report, single country, Print run: 10,000 - comparison 2008 to 2014



68 and 69) Do you have any additional terms/clearances/conditions when licensing images to be used on logos? If yes, what are they?

Almost 75% of 13 respondents did not have any additional terms or clearance required when licencing for logo use. Of those who did place restrictions, they were dependent on the image contributor, or if they considered the product or company ethical.

70) What would you charge for: Logo, all media, 3 years?

Only 3 respondents gave a figure for this question and the range was huge ranging from £95 to £5000. Two additional respondents noted they would work with the client to agree a price rather than using a rate card.

71) Would the type of company or the region influence your decision?

Only 2 respondents agreed that the type of company or the region of use would affect the price of a logo licence.

## Buyouts and rights bundles

72) How do you define above the line? Please include samples of what you would include.

There were 10 answers to this question.

To summarise, the broad consensus of these answers was that 'above the line' can be defined as advertising to a mass audience by means of advertisements in media such as newspaper, television, public poster display, radio and cinema. Two respondents stressed that this referred to advertising where media space is paid for.

**73) How do you define below the line? Please include samples of what you would include.**

There were 10 answers to this question.

To summarise, the broad consensus was that 'below the line' is a much more targeted form of promotion. The words 'focussed' and 'personal' were used several times by respondents. Typical examples of below the line promotion that were mentioned include direct mail, whether in print or email format, leaflets, brochures, point of sale and trade fair display. Another aspect of below the line promotion was PR and brand development, including sponsorship. One respondent pointed out that below the line use does not include items where media space is paid for.

**74) Have you licensed for the following (rights bundles) over the last year?**

Half of all respondents said that they had licensed an image or images for all media (i.e., above and below the line) whereas only a quarter said that they had licensed for above and below the line bundles separately.

**75 and 76) How much would you charge for an above the line bundle: UK only, 6 months?** 5 members responded, of which 4 supplied a figure. The price range was £2000 to £4550, with the average at £3137. The fifth respondent said price would be agreed by negotiation.

**1 year?** 5 members responded, of which 4 supplied a figure. The price range was £3000 to £5600, with the average at £4650. The fifth respondent said price would be agreed by negotiation.

**77 and 78) How much would you charge for an above the line bundle: World 6 months?** 5 members responded, of which 4 supplied answers in figures. The price range was £3825 to £10,000, with the average at £6412. The fifth respondent said price would be agreed by negotiation.

**1 year?** 5 members responded, of which 4 supplied answers in figures. The price range was £4000 to £18,000, with the average at £9850. The fifth respondent said price would be agreed by negotiation.

**79 and 80) How much would you charge for a below the line bundle: UK only, 6 months?** 6 members responded, of which 5 supplied a figure. The price range was £900 to £2100, with the average at £1600. The sixth respondent said price would be agreed by negotiation.

**1 year?** 5 members responded, and all 5 supplied a figure. The price range was £1200 to £5000, with the average at £2630.

81 and 82) How much would you charge for a below the line bundle: World, 6 months? 5 members responded, and all 5 supplied a figure. The price range was £1500 to £5000, with the average at £3080.

1 year? 5 members responded, and all 5 supplied a figure. The price range was £2000 to £12000, with the average at £4735.

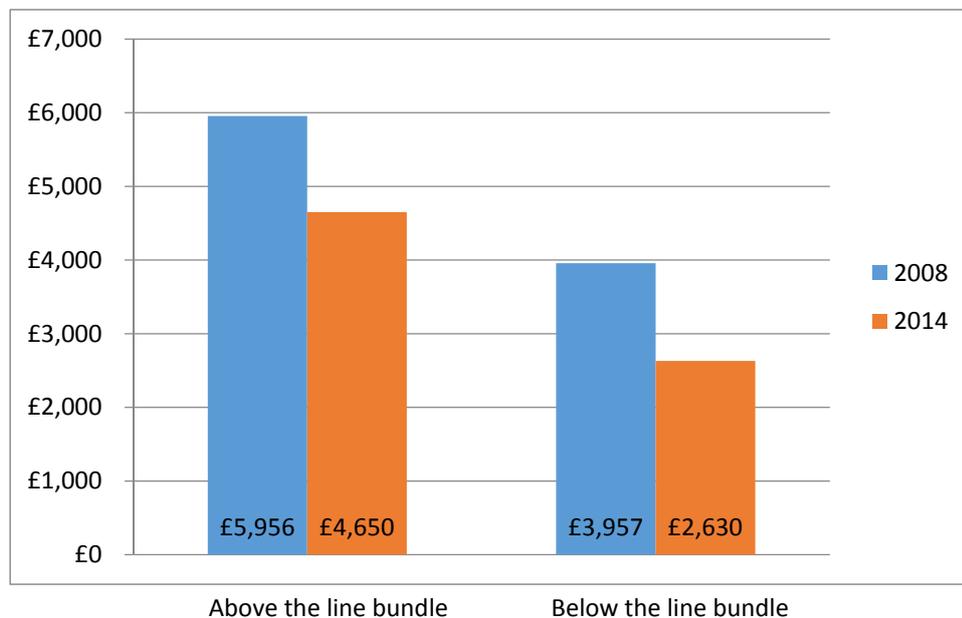
83) Would you include social media in either above or below the line bundles?

Of the 8 respondents to this question the overwhelming response (7) was that 'yes' they would include social media in above or below the line bundles.

84) Have you licensed for any exclusive buyouts?

There were 9 respondents to this question. 2 answered 'yes' and 7 answered 'no'

Rights bundles, UK only, 1 year - comparison 2008 to 2014



## Social Media

85) How would you define social media?

There were 11 respondents to this question.

The following were included in several answers which listed examples of what would be considered social media:

- Facebook
- Twitter
- Pinterest
- Tumblr
- Blogs
- Google+

## Online communities and social networks

A few answers elaborated further, for example:

'We don't usually define but ask client to list channels such as Facebook, Twitter, Pinterest etc.'

'Any social media website that shares, reposts, repins images such as Facebook, Pinterest, Tumblr, Yahoo Lifestyle. Would consider blog websites as well, increasingly treating them as businesses if they have ads included on the websites.'

'Internet based applications to share, mix, exchange or create based on mobile and web technologies.'

### **86) Do you allow images to be used for social media?**

All but one respondent said that they do allow images to be used for social media (11 out of 12).

### **87) Please give examples of any social media licenses, including the type of client/company you are licensing to.**

There were 8 responses to this request, but two of these simply stated that such usage rights had not been requested. Of the others, the following were given as examples of companies to whom social media uses had been licensed: conservation organisations, television companies, corporate, travel companies, magazine Facebook pages and design companies.

### **88) Do you ever include promotional social media rights with your editorial rights - e.g. in context use or with a link back to an article?**

There were 9 responses to this question. 2 answered 'yes' and 7 answered 'no'.

### **89) Have you experienced someone using your images without your consent on social media?**

10 out of the 12 respondents said that they had experience of someone using their images on social media without their consent.

### **90) If yes, did you pursue it?**

There were 8 responses to this question.

3 answered with a simple 'yes'.

1 answered that 'we try to'

2 answered 'no'

A further 2 said that they did in some cases, and not in others, citing the fact that it has become a 'mammoth' task and 'too widespread' to be worth pursuing any but the most blatant of misuses.

There was a distinction regarding use without acknowledgement, which was considered to be much more of an issue.

## General questions

**91) Have you noticed any specific trends in rights and pricing for advertising and promotion in the last 2 years?**

On the whole, the responses given here were not positive. Most people said that they had seen less clients contacting them for major advertising and promotional usages and those who did had lower budgets. One respondent said that they had seen revenue decline by as much as 50% from this sector. However, one respondent from a specialist library found that although budgets are tighter, clients will pay for images that no-one else has. Another respondent found that this sector is growing for them as clients become more aware of the fact that they need to obtain proper licences to use images.

**92) Have you licensed for any advertising and promotional usages not covered in this survey?**

There was only one respondent, who said that they were being asked for more bespoke, smaller and unusual quote requests especially for online or magazine (print & online) use.

**93) What do you find most difficult when licensing for this sector?**

People were very animated in their responses to this question. For example:

'Getting the initial enquiries!'

'Getting the price right!' and 'The large number of variables'

'Pressure to supply for free'

'Varying budgets and expectations from client to client'

'It takes ages to finalise deals and people in advertising sector change very often'

'It is frustrating that clients don't always declare prior to using the images'

**94 and 95) What % of your revenue comes from this sector? Has this increased, decreased or remained the same of the past 2 years?**

The responses here ranged from 1-20% with most responses at around the 5% mark and the average of respondents approximately 8%, so this really isn't a key sector for most BAPLA members. 3 people said this had increased, 3 that it had decreased and 4 that it had remained the same. One member indicated that income from licencing to this sector had been at least 20% of annual turnover when they joined BAPLA, but it had now declined to 1-2% annually.