

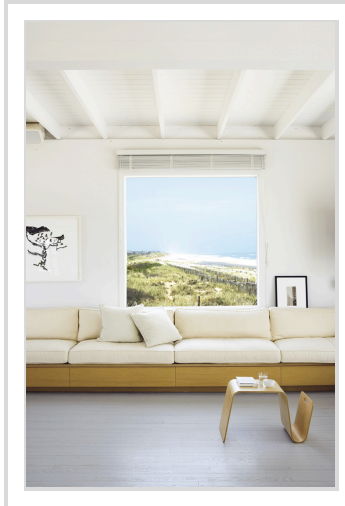
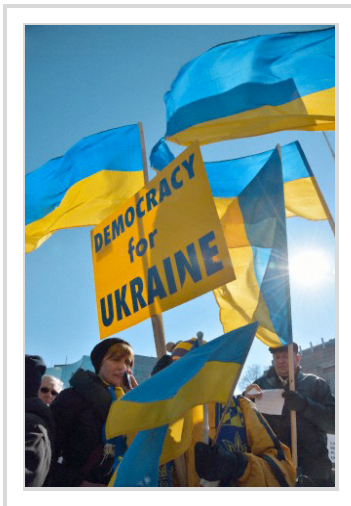


## BAPLA Key Summary EU Copyright Reform

### Background

BAPLA is the UK trade association for picture libraries and agencies representing photographers and image-makers. The photo licensing industry is worth several billion dollars globally and in the UK alone several hundred million pounds, with BAPLA members contributing a sizeable amount towards this. Our members employ in the region of 2,500 people in the UK and generate revenue for, and manage the interests of over 120,000 creators and rights holders.

The photographic sector is unique within the framework of the UK creative industry. Many of our members are commercial companies that work within a competitive global market economy. They respond to market and client demand, but do not benefit from a monopoly status in the market place.



### Key facts

Creativity is the fastest growing business in the world.<sup>1</sup> The UK uploads more photos and videos online than any other country, especially in the 18 and under age category.<sup>2</sup> Our industry prediction is with the right support, photography, could represent the largest area for growth and opportunity for the UK.

- Estimated 880 billion photos will be taken in 2014<sup>3</sup>
- 7.3 billion camera phones<sup>4</sup> on the planet
- Technology companies are already harnessing the public's appetite for photos:
- 200 million snaps per day<sup>5</sup>
- Instagram alone has for example 150 million users consuming 55m photos per day<sup>6</sup>

<sup>1</sup> <http://www.creativeeconomy.com> John Howkins

<sup>2</sup> UKTI Digital Media - Sulake

[http://webarchive.nationalarchives.gov.uk/20140403154217/http://ukti.gov.uk/gb\\_gb/export/sectors/creativemedia/item/281040.html?null](http://webarchive.nationalarchives.gov.uk/20140403154217/http://ukti.gov.uk/gb_gb/export/sectors/creativemedia/item/281040.html?null)

<sup>3</sup> Adam Cahan SVP, Yahoo (owners of Flickr), on the day they also acquired Tumblr

<sup>4</sup> <http://www.digitaltrends.com/mobile/mobile-phone-world-population-2014/>

<sup>5</sup> <http://blog.snapchat.com/post/53763657196/recent-additions-to-team-snapchat>

<sup>6</sup> <http://instagram.com/press/>

## Key summary

- Pan-European accessibility and portability of photographs is a non issue, photographs are the most shared medium, with no perceived territorial restrictions
- Photography in a B2B capacity enables customers to license based on their budgets, it is market-led, and there are already a plethora of affordable/legal options for image users where global rights are included by default (e.g. royalty-free license model)
- The key to economic growth is creative industry-led solutions, expanding on licensing technologies rather than expanding or introducing more policies
- There is a disconnect between internet technology companies and the creative industry, most particularly with creators
- The appearance is that internet technology companies are capitalising on creators content
- It doesn't need to be this way, mutually beneficial solutions utilising technology to facilitate frictionless licensing are already available
- The photography industry has always adapted to market needs, trends and technology developments, providing opportunities for professionals and the public (for example licensing available for individuals - alamy.com, and free image embeds for bloggers - gettyimages.com)
- The disconnect felt by those working in the photography industry is seeing internet technology companies exploiting their creative content, in the following ways:
  - *one way exploitation* of rights with no remuneration back to the photographer
  - lack of taking on responsibility to deal with infringed content, using Safe Harbours instead
  - lack of copyright understanding as a facilitator and education as empowerment
  - need for *dialogue and collaboration* between creators and internet technology companies
  - assumption that artists create in their spare time, when many are professionals reliant on their works to make a living and invest heavily in producing new content (e.g. on equipment, models, locations, post-production, adding metadata, digitization of analogue content, etc)
- For photographers litigation is not an option to challenge infringements as they simply can't afford it

*"Photography Is the New Universal Language, and It's Changing Everything"*<sup>7</sup>

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<sup>7</sup> Quote: Marvin Heiferman, Thinker, writer, curator, editor, blogger, and currently a Contributing Editor for Art in America and on the faculty at ICP-Bard College and the School of Visual Arts -<http://www.wired.com/2013/08/raw-meet-marvin-heiferman/>