



# Merchandising/Consumer Products Survey

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## Introduction

This survey was conducted in December 2015-January 2016 and was completed by a total of 17 BAPLA members, representing members of a variety of types and sizes of business. It is the first BAPLA survey dedicated to merchandising and retail products and it also analyses rights and pricing for a number of media which BAPLA has not surveyed before, including stationery products and clothing. Although typical fees have declined somewhat in some of the more traditional sectors of this market, such as retail calendars and in particular greetings cards, the general trend is for more licensing in this sector, especially for prints, stationery items and clothing. For the first time, the survey analyses fees charged for daily and weekly calendars and also for entire calendar packages. It also deals with the growth area of print on demand and typical commissions received. Several members mentioned experiencing difficulties in negotiating rights for new merchandising products and also voiced concerns about royalty deal arrangements, while new trends in merchandising include an increase in electronic products and print sales.

The Rights Group would be very happy to receive any comments or feedback from members regarding the survey. Please address any comments to [susanne@bapla.org.uk](mailto:susanne@bapla.org.uk).

I would like to thank all the members of the BAPLA Rights Group, and especially Susanne Kittlinger from the BAPLA office, for their sterling work in preparing and analysing the results of this survey, and would also like to say a big thank you to all those members who completed it.

Tim Harris, Chair BAPLA Rights Group May 13<sup>th</sup> 2016

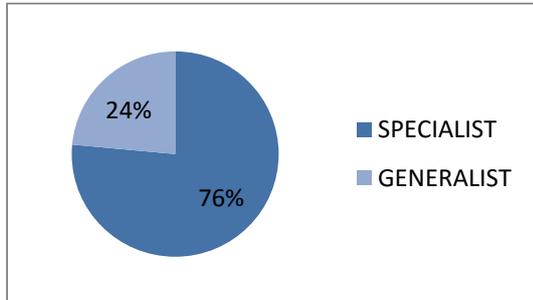
# General questions

## 1) In which country are you based?

There were 17 responses. All respondents are UK based.

## 2) What type of agency/library are you?

There were 17 responses. 13 respondents are specialist agencies and 4 generalists.

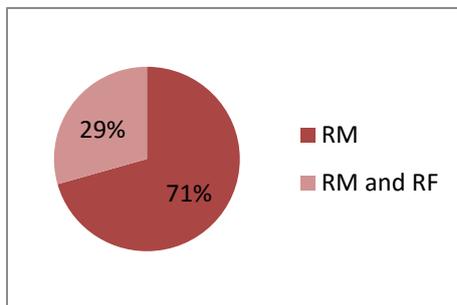


## 3) How many staff do you have?

There were 17 responses. 11 respondents have 1-5 staff, 4 have 11-25 staff, 1 has 6-10 and 1 has 50+ staff.

## 4) What licence model do you use?

There were 17 responses. 12 license RM only, with the remaining 5 licensing both RM and RF.



## 5) If you issue RF licences, do you exclude consumer products and merchandising from your RF licence?

There were 5 responses. 3 said no, 1 yes and the 5<sup>th</sup> not applicable.

## 6) Are there any new trends that you've noticed in licensing for merchandising generally?

There were 16 responses. 11 said no and 5 yes.

## 7) If yes, please specify.

There were 5 responses. 2 mentioned fashion and the remaining answers were varied:

Colours, anniversaries (e.g. Waterloo)

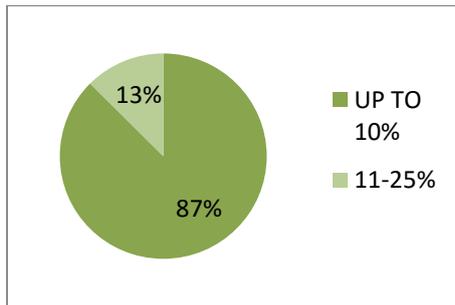
More prints, less exhibition merchandise worldwide

More social media requests

More electronic licensing

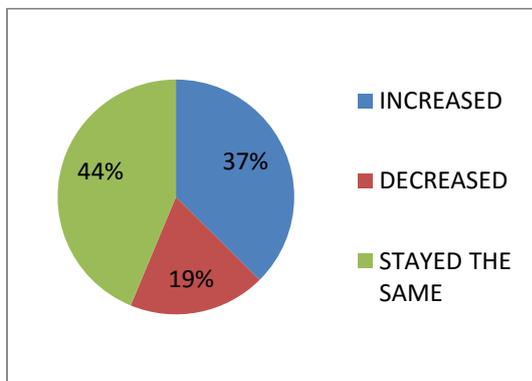
**8) What proportion of your sales is made in the merchandising/consumer products sector?**

There were 16 responses. 14 said up to 10% and 2 said 11-25%.



**9) Has the total value of your sales made in in the merchandising/consumer products sector over the last 2 years increased, decreased or stayed the same?**

There were 16 responses. 6 said increased, 3 decreased, and 7 said it stayed the same.



**10) Do you promote yourself specifically to this area?**

There were 17 responses. 5 respondents said yes and 12 no.

**11) If yes, please specify.**

There were 5 responses. Answers included trade fairs & shows (Spring Fair (3), Top Draw (2)), web & print advertisements and proactive marketing.

**12) Do you proactively push images and ideas to this sector?**

There were 16 responses. 12 said no and 4 yes.

**13) If yes, please indicate what percentage of your sales comes from proactive work.**

There were 3 responses. 1 estimated 30%, 1 said 20%, and 1 could not say.

**14) What retail/merchandising products would you insist on a credit line for?**

There were 14 responses. 7 said they would request it on everything. 4 specified greeting or postcards, 3 calendars, 1 packaging and 1 said homeware, music & retail. 4 respondents referred to a variety of different circumstances which affected their decision re credits.

**15) On what occasions would you accept no credit?**

There were 14 responses. Answers were varied: wouldn't accept no credit (3), accept no credit on clothes (3) or if the design made it difficult (2), would allow it for a higher/double fee (2).

**16) How do you charge for artist's reference use as opposed to straight reproduction?**

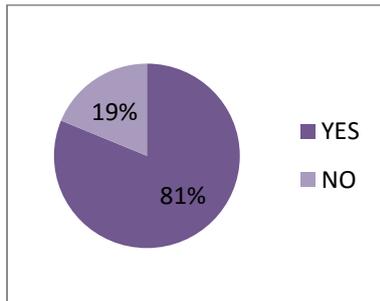
There were 13 responses, with a broad range of answers: no fee (1), minimal fee or flat fee - £50-85(2), in a range of £50-£250/£500 depending on the number of products and whether it's for sale or not (2), royalty based or flat rate (1), a higher license fee (1) and a discount on the license fee (1).

**17) Do you have a separate fee structure for unrecognisable artist's reference?**

There were 12 responses. 9 said no, 2 yes and 1 said not applicable.

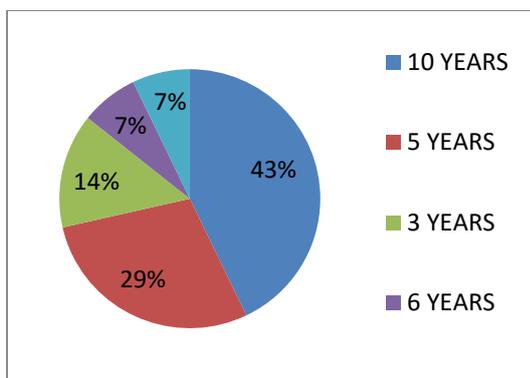
**18) Do you always insist on a limit to the licence period for merchandising/retail products?**

There were 16 responses. 13 said yes and 3 no.



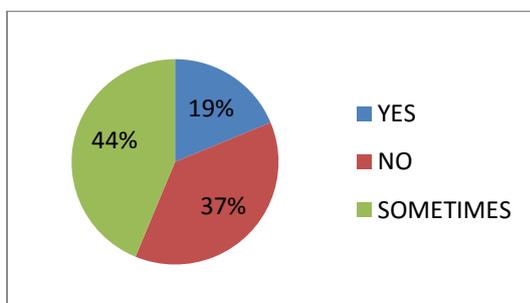
**19) What is the maximum licence period you would allow for merchandising/retail products?**

There were 14 responses. 6 said 10 years, 4 said 5 years, 2 said 3 years, with 1 stating 6 years and 1 for the life of the product.



**20) Do you license for unlimited units?**

There were 16 responses. 3 said yes, 6 said no and 7 sometimes.

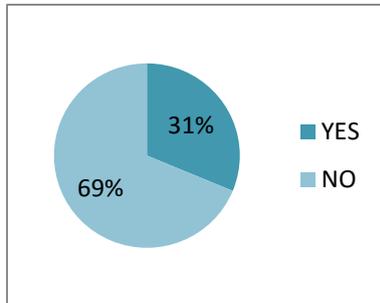


**21) How do you calculate fees for extending unit runs?**

There were 13 responses. 5 stated an additional top up fee, 4 mentioned an additional 50%, and 2 said it would be based on royalty payments.

**22) Will you supply non-released images for merchandising use?**

There were 16 responses. 5 said yes and 11 no.

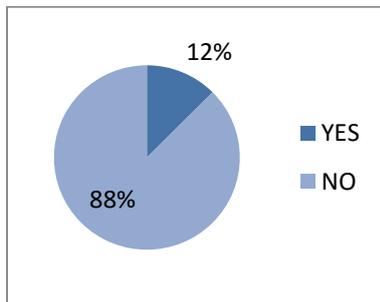


**23) If yes, please describe in what circumstances.**

There were 6 responses. 50% stated they would make the client aware it was their responsibility, and one said they would if it was pre-1940s with no trademark or brand visible.

**24) Have you encountered any problems with any unreleased images?**

There were 16 responses. 14 said no and 2 yes.

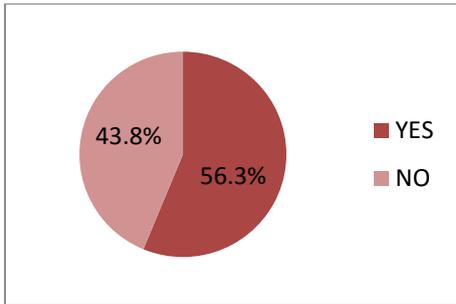


**25) If yes, please describe.**

Only 2 respondents included details. 1 respondent was approached by a homeowner recognising their property, the other was contacted by an individual claiming she had been the model and had not agreed to secondary model rights.

**26) Do you charge differently for different client types (such as museums or charities as opposed to commercial companies)?**

There were 16 responses. 9 said yes and 7 no.

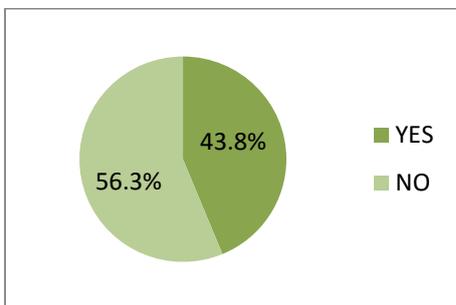


**27) If so, please describe.**

There were 9 responses. 8 of those would consider discounts for museums/charities.

**28) Do you differentiate on price between giveaway merchandise and products for sale?**

There were 16 responses. 7 said yes and 9 no.

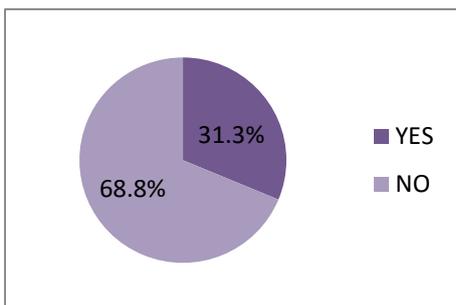


**29) If yes, how would you charge for free giveaway merchandise/promotional items as distinct from similar items produced for sale.**

There were 6 responses. There was no clear pattern. Responses varied from double the fee, it depends on the client and the retail price, +25-30% fee, to a nominal increase.

**30) Do you offer introductory rates for trial runs on products?**

There were 16 responses. 11 said no and 5 yes.



**31) If yes, please supply details.**

There were 5 responses. 4 would consider a nominal fee for a limited trial number, and 1 said it would depend on the client relationship.

**32) Have you discovered unauthorized use of your images in the last 2 years in the merchandising sector?**

There were 16 responses, with 50/50 split between yes and no.

**33) If yes, please supply details of the type of product and indicate what action you took to pursue this.**

There were 9 responses, reporting varied success in resolving infringements. 5 members mentioned the difficulty and length of time it takes to pursue infringements, often with no end result.

1 member had experienced numerous unauthorised uses by print and hand painting manufacturers in China with some success getting images removed.

1 member reported an unresolved beer label use in Poland.

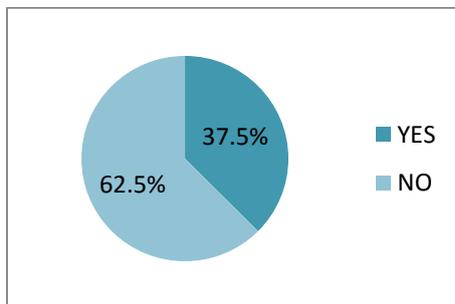
1 member worked with a 3rd party to recover fees for unauthorised gift card uses.

1 member had invoiced the license fee plus fine for a clothing infringement.

1 member discovered use across multiple products and resolved through invoicing for each.

**34) Have you encountered any issues or problems with licensing to the merchandising sector?**

There were 16 responses. 10 said no and 6 yes.



**35) If yes, please describe.**

There were 7 responses. 2 mentioned problems with royalty rate pricing as difficult to quantify, or producing little revenue. Another 2 highlighted the difficulty in pricing for new products with no previous guide price. Further comments were:

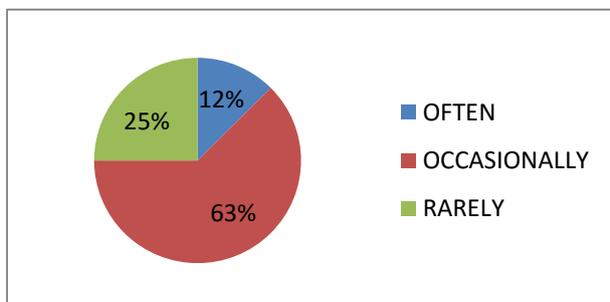
- clients expect free images

- clients would like us to clear all copyright and pay rights fees but still be charged the same.

## Calendars

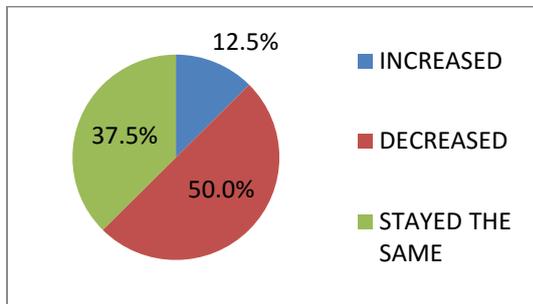
**36) How often do you license images for retail calendars?**

There were 8 responses. 5 occasionally license images for calendars, 2 do so rarely and 1 does so often.



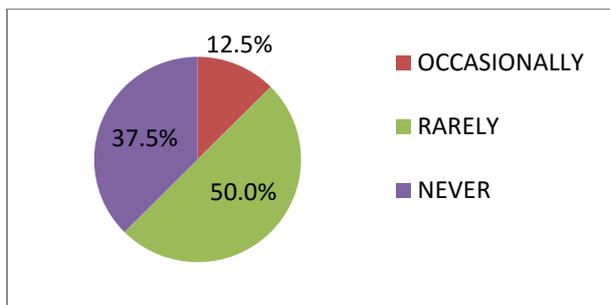
**37) Has the number of licences issued for calendar use by your business in the last 2 years increased, decreased or stayed the same.**

There were 8 responses. 4 said the number of calendar licences had decreased, 3 that it had stayed the same, and only 1 that it had increased.



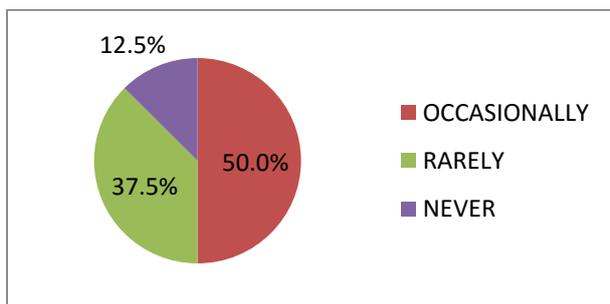
**38) How often do you license images for stock advertising calendars (produced by calendar manufacturer for sale to other companies as a promotional gift)?**

There were 8 responses. None licensed often for stock advertising clients, 1 did so occasionally, 4 rarely and 3 never. No respondent licensed often to this sector.



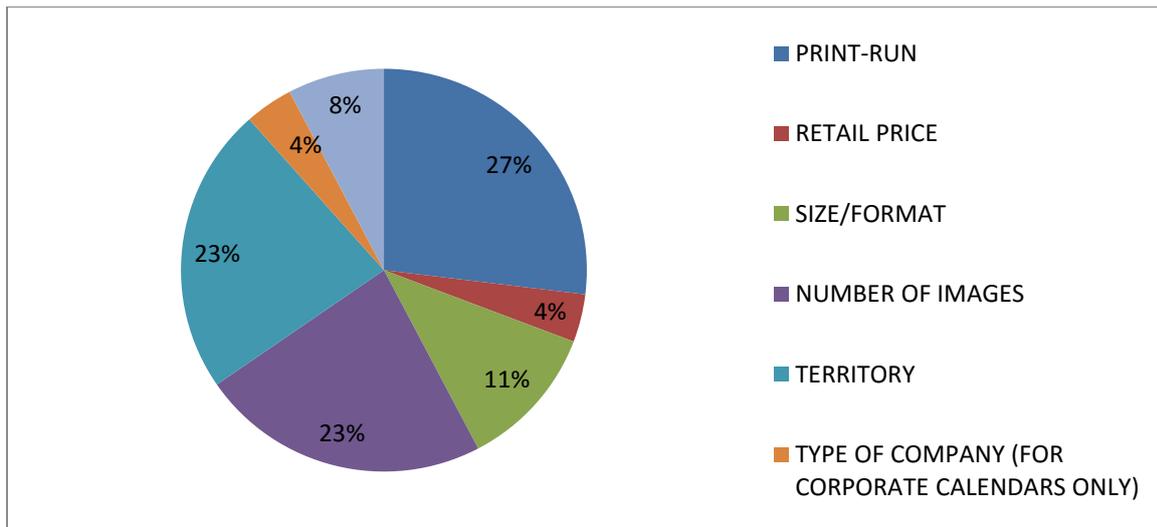
**39) How often do you license images for corporate/bespoke calendars (produced by a corporate company for their own promotion)?**

There were 8 responses. 4 licensed occasionally for corporate calendars, 3 did so rarely and 1 never. No respondent licensed often to this sector.



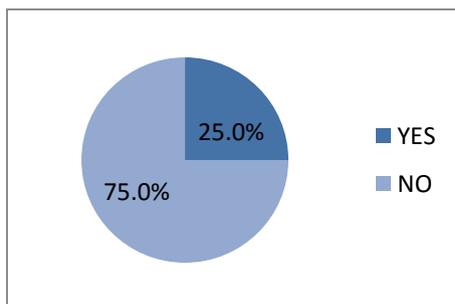
**40) What factors influence your pricing for calendars?**

There were 8 responses. The most important factors were first print-run, then territory and number of images, followed some way behind by size/format and position in calendar.



**41) For corporate calendars, does your fee depend on the type of company producing the calendar?**

There were 8 responses. Of these, 2 said that the type of company influenced the fee, while 6 said that it did not.



**42) If yes, please describe how the fees vary.**

There were only 2 responses. One indicated that they gave a 10% discount for charities, while the other said that the company turnover influenced their pricing.

**43) How much do you charge for a retail calendar (UK/single territory, non-exclusive rights) for one year?**

There were 7 responses. There was a wide range of pricing quoted. The average fees were:

Single image, 5000 print-run: £146

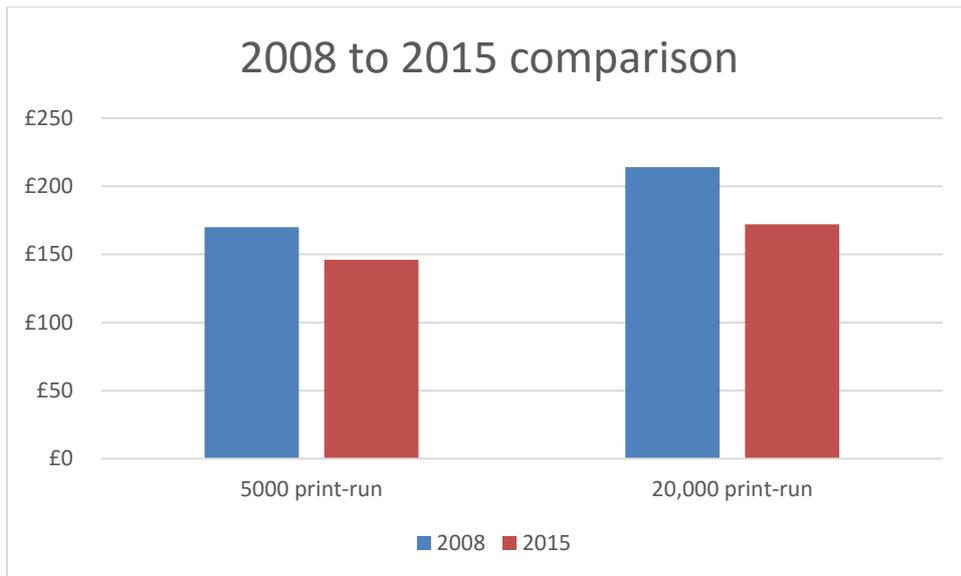
Single image, 20,000 print-run: £172

Single image on cover, 5000 print-run: £237

Single image on cover, 20,000 print-run: £260

Total fee for supplying all 12/13 images including the cover, 5000 print-run: £980

Total fee for supplying all 12/13 images including the cover, 20,000 print-run: £1,648



**44) How much do you charge for a stock advertising calendar (UK/single territory non-exclusive rights) for one year?**

There were 7 responses, but not in every category. There was a wide range of pricing quoted. The average fees were:

Single image, 5000 print-run: £179

Single image, 20,000 print-run: £217

Single image on cover, 5000 print-run: £179

Single image on cover, 20,000 print-run: £287

Total fee for supplying all 12/13 images including the cover, 5000 print-run: £1,021

Total fee for supplying all 12/13 images including the cover, 20,000 print-run: £1,910

**45) How much do you charge for a corporate calendar (UK/single territory non-exclusive rights) for one year?**

There were 5 responses, but not in every category. The average fees were:

Single image, 5000 print-run: £143

Single image, 20,000 print-run: £226

Single image on cover, 5000 print-run: £203

Single image on cover, 20,000 print-run: £303

Total fee for supplying all 12/13 images including the cover, 5000 print-run: £1,006

Total fee for supplying all 12/13 images including the cover, 20,000 print-run: £2,030

**46) What is your standard price for non-exclusive inside use in a retail calendar with European rights?**

There were 7 responses. The average fees were:

5000 print-run: £170

20,000 print-run: £206

**47) Do the fees you charge vary depending on the location of the client? For instance, do you charge differently for clients based in USA or Germany?**

There were 7 responses. There was no consistent approach. One indicated higher fees for USA, another added 10% for overseas clients due to additional administration, while a third said fees depended on the client's budget.

**48) Other (please specify)**

There was 1 response, indicating that fees reduced for clients outside of Europe and North America.

**49) In which territories do you commonly license images for calendars?**

There were 8 responses. 7 commonly license to UK, 3 to Germany, 1 to USA and none to France.

**50) What is your standard price for non-exclusive inside use in a retail calendar with world rights?**

There were 6 responses. The average fees were:

5000 print-run: £167

20,000 print-run: £247

**51) What mechanism do you use to charge for small inset images in calendars, and does this differ between inside and cover use?**

There were 6 responses showing a variety of approaches. 1 respondent said they would charge 20% of the usual fee; others indicated the fee depended on the size, number of images and position. 1 said they would charge more for front cover use, while another said thumbnails on the back cover were included in the fee.

**52) What is your fee per image for a picture a week desk calendar?**

There were 6 responses, but only 2 were able to provide a fee. 1 said £50 and another €50 per picture.

**53) What kind of volume discount do you offer for such calendars?**

There were 5 responses. 2 had no relevant experience. The other responses were:

- 10%

- 10% to 40%

- 10% for 5+ images and a higher discount for larger volumes.

**54) What total fee would you charge to supply all 52 images?**

There were 6 responses, but only 2 provided a fee. 1 charges £1560 and another €2250.

**55) What is your fee per image for a picture a day desk calendar?**

There were 6 responses, but only 2 provided a fee. 1 charges £30 and another €40.

**56) What kind of volume discount do you offer for such calendars?**

There were 5 responses, but only 2 provided a fee. 1 offers a 40% discount and another 10% for more than 5 pictures and an unspecified higher discount for larger volumes.

**57) What total fee would you charge to supply all 365 images?**

There were 6 responses, but only 2 provided a fee. 1 charges £5000 and another €11,000.

**58) Do you ever sell exclusive calendar rights?**

There were 8 responses. 6 don't sell exclusive rights and 2 do.

**59) If so, what surcharge do you add to the non-exclusive price to license exclusive calendar rights for a specific year and sector?**

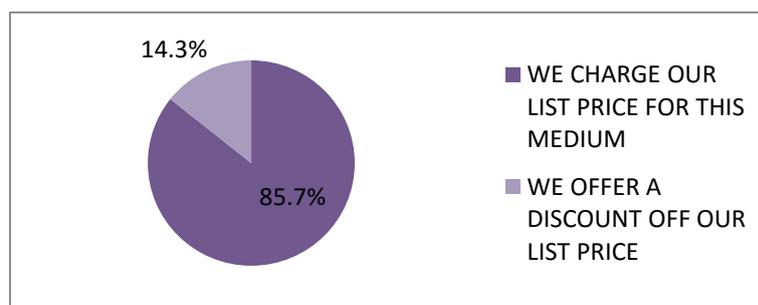
There were only 2 responses. 1 said the surcharge was 100% but it happened rarely. The other said it would be related to historical sales on that image.

**60) When licensing use in a calendar, do you include free in-context promotional use, for example in a printed catalogue or online showing the calendar design?**

There were 7 responses, which were quite evenly divided. 4 would include free in-context promotional use, and 3 would not.

**61) How do you charge for out of context stand-alone promotional use of an image from a calendar product, for instance on a catalogue cover or trade fair stand?**

There were 7 responses. 6 charged their list price for this medium, while 1 offered a discount.



**62) If offering a discount, please specify a percentage.**

There was only one response, specifying a discount between 10% and 25%.

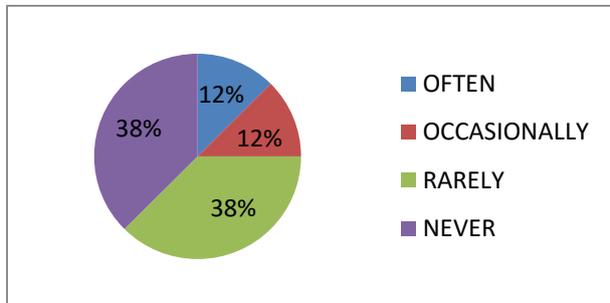
**63) Have you noticed any new trends in licensing or pricing for calendars in the last 2 years? If so, please describe.**

There were 6 responses, but only 3 specified pricing trends. All indicated that prices were falling, especially for retail calendars, and 1 added that high volume/low price deals were pushing prices down.

## Wall art (posters & prints)

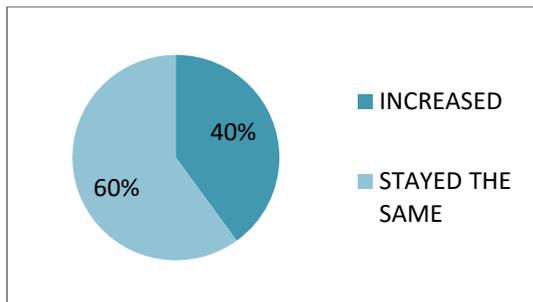
### 64) How often do you license images for wall art?

There were 8 responses. 1 often licenses images for wall art, 1 occasionally, 3 rarely license for wall art and 3 never do.



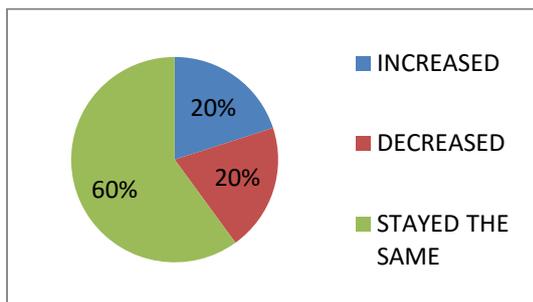
### 65) Has your number of licences issued for wall art in the last 2 years increased, decreased or stayed the same?

There were 5 responses. 2 said the number of licences for wall art had increased in the last 2 years and 3 said they'd stayed the same.



### 66) Have your licence fees for wall art in the last 2 years increased, decreased or stayed the same?

There were 5 responses. 1 said increased; 1 said decreased and 3 said they'd stayed the same.



### 67) What factors influence your pricing for wall art?

There were 6 responses. The most essential factors influencing pricing were licence period, print run and territory. They were followed by size, retail price and finally format.

**68) What do you charge for a non-exclusive retail poster for 3 years?**

There were 4 responses, with a wide range of pricing quoted. The average fees were:

Single country, 5000 print-run: £262

Single country, 50,000 print-run: £412

Worldwide, 5,000 print-run: £258

Worldwide, 50,000 print run: £445

**69) Do you have a separate mechanism for educational posters?**

There were 6 responses. 4 said no and 2 yes.

**70) If yes, please describe how this varies.**

There were 3 responses, although only 2 had responded yes to the previous question. 2 said they charge lower fees and 1 said they charge their educational flat fee.

**71) How do you charge for a composite design using a numbers of images?**

There 6 wide ranging responses, with most saying they base a cost on the size of the image as a proportion of the overall design. Another charged 50% of the normal fee.

**72) Do you allow an artist to paint an exact replica of a photograph to offer for sale as an original artwork and or a set of limited edition prints?**

There were 7 responses. 4 said yes and 3 said no.

**73) If yes, do you ask the photographer for their permission?**

There were 4 responses, with a 50/50 split between yes and no.

**74) What factors do you consider when charging for this medium?**

There were 5 responses. 1 said non applicable. The other responses were:

- copyright fee
- they tend to leave areas out, so it's not a direct copy
- exhibition or retail territory
- sales price, number of prints, distribution

**75) What range of prices have you achieved?**

There were 4 responses. The average price was £580, but the range quoted was huge from £50 to £3,000.

**76) Have you ever agreed to non-traditional pricing for wall art licensing?**

There were only 2 responses. 1 said they have agreed to both royalty deals and print on demand; the other has only agreed to royalty deals.

**77) Other (please describe)**

There was only one detailed response, stating that customers can access a feed of images with an upfront fee to display the images online or in-store. They then receive 20-30% on sales.

**78) When working with a print-on-demand company is the fee structure set by you, the print-on-demand company or is it agreed between you?**

There were 4 detailed responses. 1 said they set the fee for POD customers, but for a bespoke set of images they negotiate the fee depending on client need using list price as a guide. 2 replied that the POD company sets the fee structure, and 1 said it was agreed by both parties.

**79) What percentage of the retail sale price do you receive from the print-on-demand company?**

There were 5 responses. The average percentage was 31%. The answers ranged from 20% to 50% of the retail sale price.

**80) Do you insist a watermark is placed on the image while it's displayed on a print-on-demand website?**

There were 5 responses. 4 said yes and 1 said no.

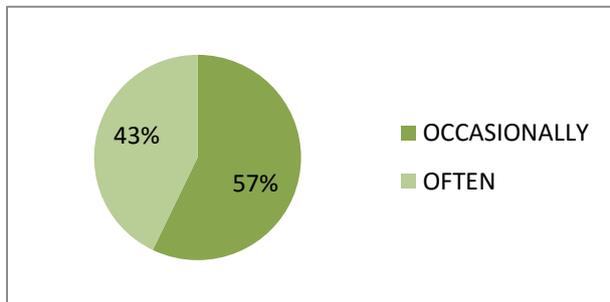
**81) If yes, your watermark or your customer's?**

There were 5 responses. 2 said they ask for their agency watermark and 3 said the customer's watermark.

## Greeting cards

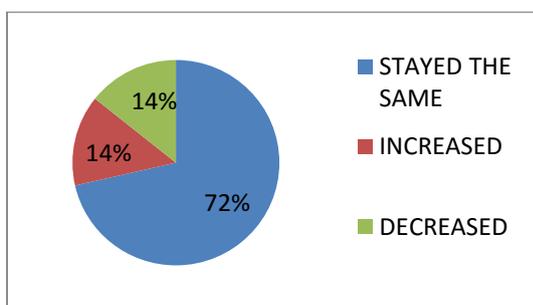
**82) How often do you license images for greeting cards?**

There were 7 responses. 4 said they occasionally license images for greeting cards and 3 said they often license images for greeting cards.



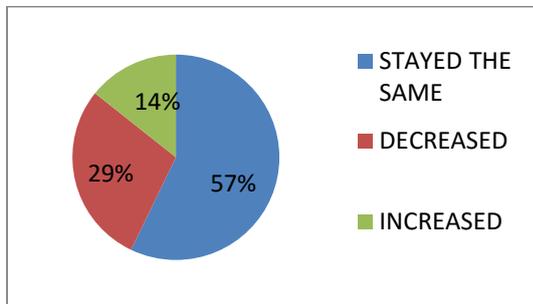
**83) Has the number of licences issued for greeting cards use by your business in the last 2 years increased, decreased or stayed the same?**

There were 7 responses. 5 said the number of licences issued for greeting cards had stayed the same, 1 said they'd increased and 1 said they'd decreased.



**84) Have your card licence prices changed in the last 2 years increased, decreased or stayed the same?**

There were 7 responses. 4 said their card licence prices had stayed the same, 2 said they'd decreased and 1 replied they'd increased.



**85) What factors influence your pricing for greeting cards?**

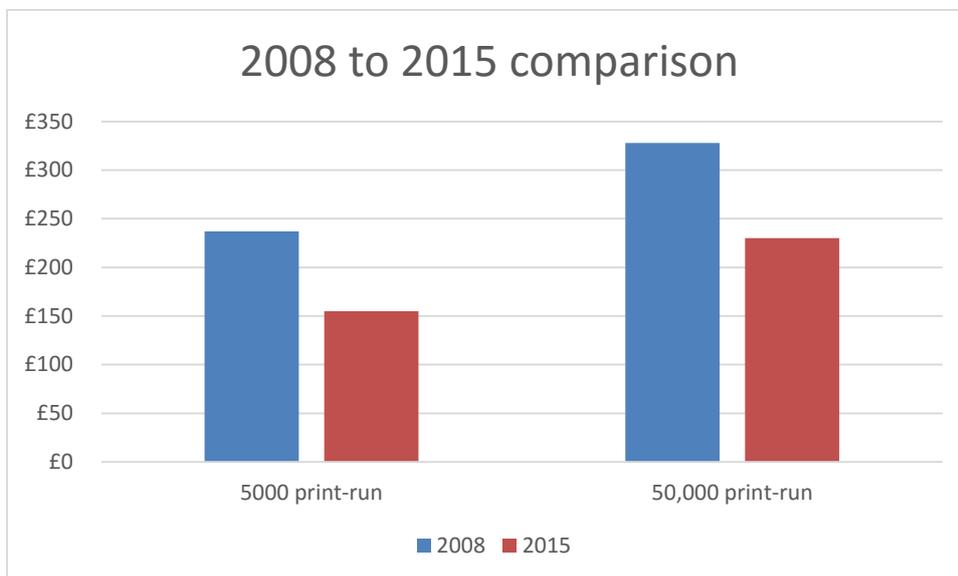
There were 7 responses. Licence period and territory were the most important followed by print run. Retail price was considered the least important factor.

**86) What do you charge for a non-exclusive retail greeting card for 3 years?**

There were 7 responses. The average price points were:

Single country, 5000 print-run: £155

Single country, 50,000 print-run: £230



Worldwide, 5,000 print-run: £215

Worldwide, 50,000 print run: £283

**87) Do you license electronic greeting card rights either stand-alone or in addition to the print licence?**

There were 7 responses. 4 license greeting card rights in addition to a print licence, 3 don't license electronic cards and 1 licenses electronic cards as a stand-alone licence.

**88) If yes, please indicate the range of prices charged and what rights were granted.**

There were only 2 responses. 1 said they charge the same as print if the customer is only producing electronic cards, but will consider giving a discount for licensing one image on both printed and electronic cards. The other said they'd include it in the fee.

**89) Do you charge differently for a corporate greeting card?**

There were 7 responses, all saying they don't charge differently.

**90) Do you license images for postcard use?**

There were 7 responses, all saying they occasionally license images for postcard use.

**91) Please indicate what range of prices was charged and the rights granted.**

There were 6 responses. Fees quoted were:

£85 - £190 for single country for up to 2 years

£100 - £200, no rights given

£25, no rights given

£100 - £160, no rights given

£100 - 150, 3 years, European rights

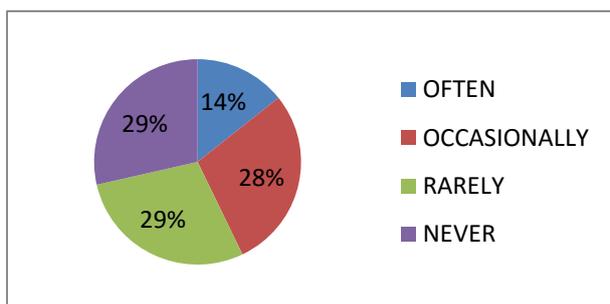
£130 - Print run 5000

£200 - Print run 50,000

## Jigsaws

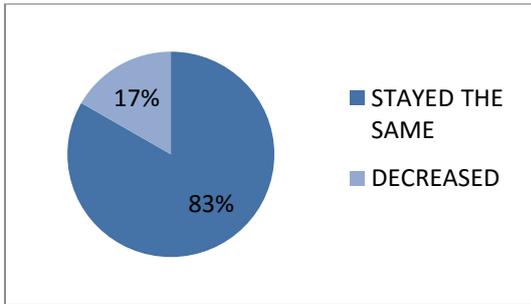
**92) How often do you license images for jigsaws?**

There were 7 responses. 1 said often, 2 occasionally, 2 rarely and 2 said never.



**93) Has the number of licences issued for jigsaw use by your business in the last 2 years increased, decreased or stayed the same?**

There were 6 responses. 5 said stayed the same and 1 said decreased.



**94) What were the limitations on the licence granted?**

There were 4 responses. All said print-run limit was a limitation on the licence. 3 also added time period and territory.

**95) Does your fee depend on the retail price of the jigsaw?**

There were 4 responses, with 50/50 split between yes and no.

**96) Please indicate what the range of fees charged was and for what rights.**

There were 4 responses. 1 said they receive 20-30% of the sale price, but only via their print on demand service.

Other fees given were based on varying and non-comparable territory, licence type and print run - prices ranged from £75 to £1,000. Examples given were:

3 years, exclusive rights D/A/CH & Luxembourg, and non-exclusive worldwide: £1000

Print run 1000: £255

Print run 10,000: £350

**97) Have you licensed exclusive rights for this medium?**

There were 4 responses. 3 said no and 1 yes.

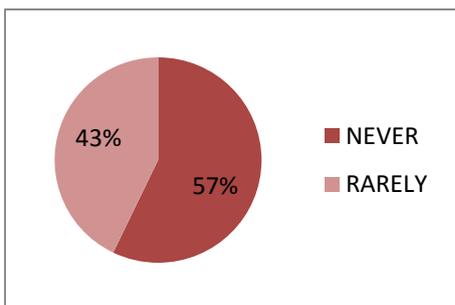
**98) If yes, please indicate what percentage surcharge (if any) you added for exclusivity.**

There was only 1 response stating a surcharge of between 50 - 100% would be added for exclusivity.

## Game products (excluding electronic games)

**99) How often do you license images for game products?**

There were 7 responses. 4 said never and 3 said rarely.



**100) Has the number of licences issued for game product use by your business in the last 2 years increased, decreased or stayed the same.**

There were 4 responses all saying stayed the same.

**101) What type of game products have you licensed for?**

The responses were web app and card games.

**102) What were the limitations on the licence granted?**

There were 3 responses. 2 specified time period (both 1 year), 2 specified territory (UK or world) and 1 said print-run (200).

**103) Does your fee depend on the number of images used?**

There were 3 responses. 2 said yes and 1 no.

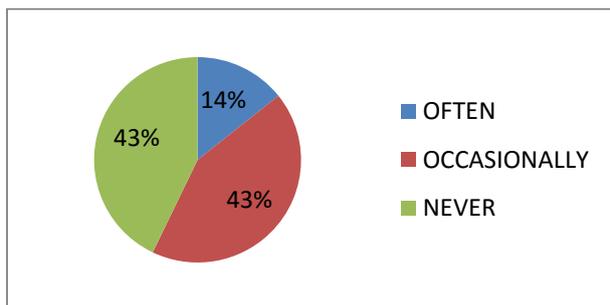
**104) Please indicate the range of fees agreed, for what rights and what type of game.**

1 respondent supplied details stating fees ranged from £85 to £390.

## Stamps

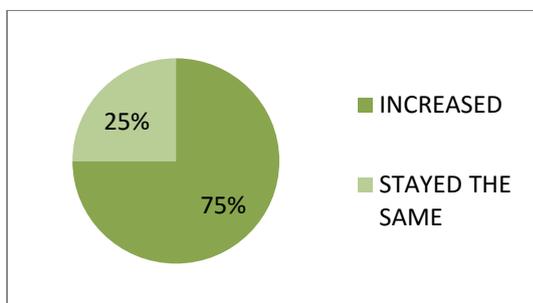
**105) How often do you license images for stamp issues?**

There were 7 responses. 1 often licenses images for stamp issues, 3 occasionally and 3 never.



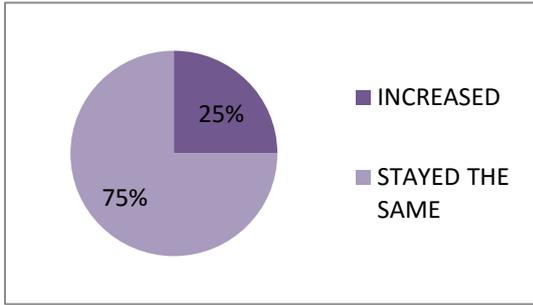
**106) Has the number of licences issued for stamp use by your business in the last 2 years increased, decreased or stayed the same?**

There were 4 responses. 3 said they had increased and 1 said they had stayed the same.



**107) Have your licence fees for stamps in the last 2 years increased, decreased or stayed the same?**

There were 4 responses. 1 said they had increased and 3 said they had stayed the same.

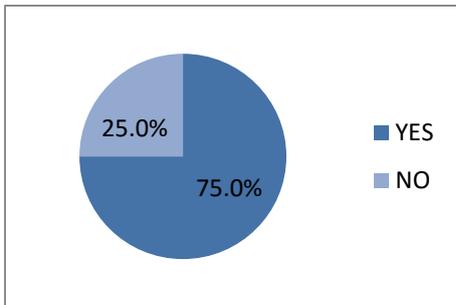


**108) What factors influence your pricing for stamps?**

There were 4 responses. Print-run, license period and territory were considered essential by all of them.

**109) Do you allow the license to include philatelic products such as first day cover, presentation pack etc.?**

There were 4 responses. 3 said yes and 1 no.



**110) Have you licensed images on stamps in the UK?**

There were 4 responses, all saying yes.

**111) If yes, what rights did you grant and what price did you achieve?**

There were 4 detailed responses:

Non-exclusive, print run 1 million, worldwide, 3 years with indemnity: £750 + VAT per image as part of bulk order

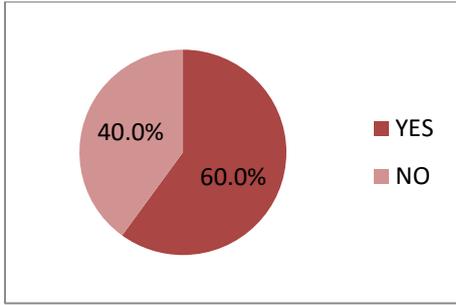
Direct reproduction, 3 years, world rights: £750

Artists reference, 3 years, world rights: £675

£235 - £325 (no rights given)

**112) Have you licensed images on stamps overseas?**

There were 5 responses. 3 said yes and 2 no.



**113) If yes, which countries and what rights did you grant and what price did you achieve?**

Only one respondent supplied details:

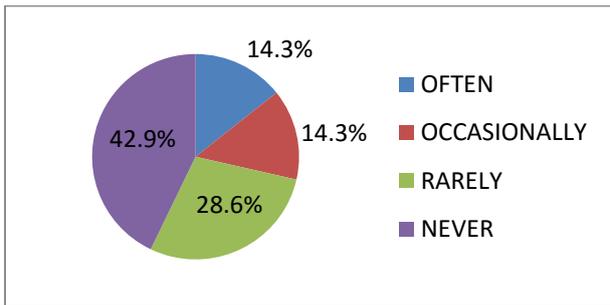
Australia, 500,000, 1 year: \$750

Australia / USA, 10,000 per design, 3 years: \$450

## Stationery

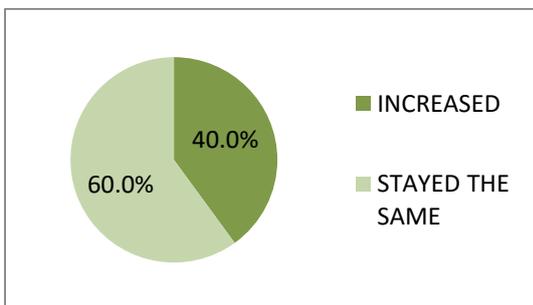
**114) How often do you license images for stationery?**

There were 7 responses. 1 said often, 1 occasionally, 2 rarely and 3 never.



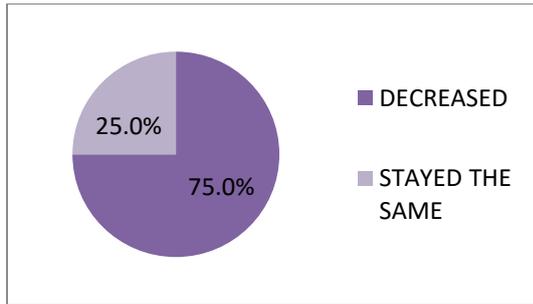
**115) Has the number of licences issued for stationery use by your business in the last 2 years increased, decreased or stayed the same?**

5 members responded. 2 said they had increased and 3 said they had stayed the same.



**116) Have your licence fees for stationery in the last 2 years increased, decreased or stayed the same?**

There were 4 responses. 3 said they had decreased and 1 said they had stayed the same.



**117) What factors influence your pricing for stationery?**

There were 4 responses. All said print run, territory and license period were essential. There was no consensus on retail price. 1 respondent considers it essential, 1 important and 2 don't see it as important. There also was no agreement on size/format. 2 respondents said essential, 1 important and 1 said not important.

**118) What do you charge for a non-exclusive diary cover for 3 years?**

There were 3 responses. The average fees were:

5,000 print-run, UK/single country: £198

50,000 print-run, UK/single country: £216

5,000 print-run, worldwide: £290

50,000 print-run, worldwide: £375

**119) What other stationery products have you licensed for and for what price and rights?**

There was only 1 response, saying that they have licensed images for notebook use on a 2 year, 10,000 print run UK license for £220 per image.

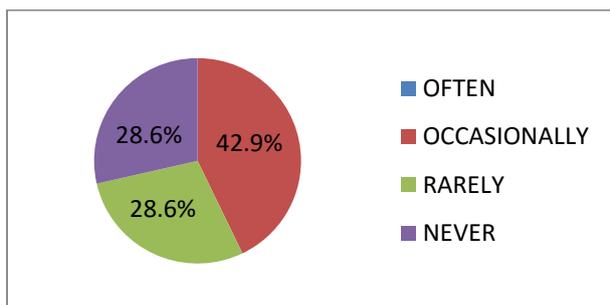
**120) Do you charge more for branded stationery products?**

There were 3 responses all saying no.

## Clothing, clothing accessories & home furnishings/textiles

**121) How often do you license images for clothing, clothing accessories and home furnishings/textiles?**

There were 7 responses. 3 members said occasionally, 2 rarely and 2 said never.

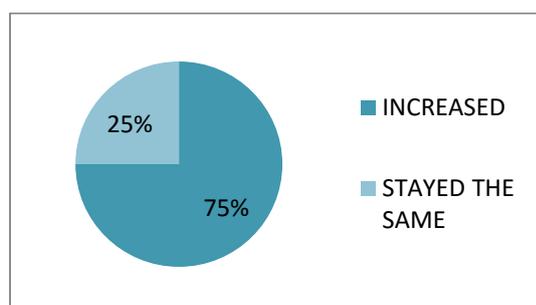


**122) What factors affect your pricing strategies for clothing, clothing accessories and home furnishings/textiles?**

There were 4 responses. All considered the licence period essential. Print-run, territory and the profile of the company were considered important or essential.

**123) Has the number of licences issued for clothing, clothing accessories and home textiles use by your business increased, decreased or stayed the same in the last 2 years?**

There were 4 responses. 3 said increased and 1 said stayed the same.



**124) Please give examples of prices charged for clothing, clothing accessories and home textiles and the rights granted.**

There were 3 responses, with various details. Licences seem to be dependent on licence term, territory, unit run and retail price. Examples given were:

Ties, 3 years, UK: £150

Waistcoats, 1 year, Single country, 500 unit run: £210

T-shirt: £100 to £500

T-shirt, 1000 pr, World, retail price £30, 6 months: £750

T-shirt 500 pr, Europe, retail price €30, 1 year: £370

**125) How often have you licensed for any of the following retail products in the last 2 years?**

There were 7 responses. Few members license often for such uses:

Type of product	Often	Occasionally	Rarely	Never
Fridge magnets	1	1	0	5
Lenticular cards	0	1	0	6
Bookmarks	0	1	2	4
Key rings	0	1	0	6
Phone accessories	1	0	0	6
Masks	0	0	0	7
Ceramics	0	3	0	4
Tableware	0	2	1	4
Mousemats	0	2	2	3
Credit Card	0	0	1	6