



# Survey on Web, Social Media & Apps

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## Introduction

The latest survey carried out by BAPLA's Rights Group was conducted in the Spring of 2015 and was sent to all BAPLA members. The survey was completed by 39 members or approximately 20% of the membership, which was higher than the average return rate from other recent surveys. A parallel survey was sent to members of DMLA, BAPLA's sister organisation in the USA, and a link to the US results is shown below. The survey covered both standards and pricing in the web, social media and app markets and the results are shown in both text and graphic form. The results of the survey show a very wide range of responses to both technical standards and pricing for online, social media and app use, indicating widely varying experiences and a tendency to offer customised approaches for each client. Here are a few headlines from each section:

### Websites

Editorial website prices are now on average about half the values given in BAPLA's 2001 survey. Rates for longer periods in particular have reduced sharply. Commercial web prices have shown less of a decline. List prices for minor size use on the secondary page of an editorial website showed huge variation between £40 and £500. 94% of members had experienced copyright infringement online, but only 37% routinely pursue such infringements. The average maximum file size allowed for web use was 721 pixels.

### Social media

31% of those surveyed would not supply images for social media use, while 27% would do so on occasion. 60% of respondents limit the file size for social media use (average limit was 804 pixels, larger than the average for web use generally) and 50% insist on an embedded credit. Very few members appeared to be aware that social media sites strip

metadata. The survey provides the first BAPLA data on fees for social media use and shows that members are licensing social media rights to a wide range of client groups.

## **Apps**

Less than 30% of members who responded have list prices for app use. Editorial use is most commonly licensed for apps and most often to UK clients. Revenue share was cited as a normal way of licensing for apps. In general, fees for app use are less dependent on time period than those for web or social media use.

## **General comments**

There was a general feeling from responses to the survey that there was a lack of standards in supply for web use, that copyright infringement in this sector is common and that there was a need for more copyright protection. Based on feedback to the survey, the Rights Group would like to recommend that BAPLA members adapt a policy, when supplying images for web or social media use, of limiting the file size to 1000 pixels on the longer dimension for web use and 800 pixels for social media use. All files supplied for social media use should carry an embedded credit line, since metadata is routinely stripped from images used in social media. For all web uses, members should insist that metadata is retained in images used and monitor this vigilantly. Due to the ease of images used online being pirated and becoming orphan works, it is also advisable to ask for an embedded credit line on all website use.

Here are some links to other related, interesting and additional information on web, social media and app use:

[DMLA survey in the USA](#)

[Top 30 Global Media Owners](#)

[Voluntary Code of Practice for Creating and Retaining Metadata in Images \(CLSG\)](#)

[BAPLA Submission on Social Media Infringement \(September 2014\)](#)

[Social media site terms](#)

[The state of copyright infringement \(Picscout report\)](#)

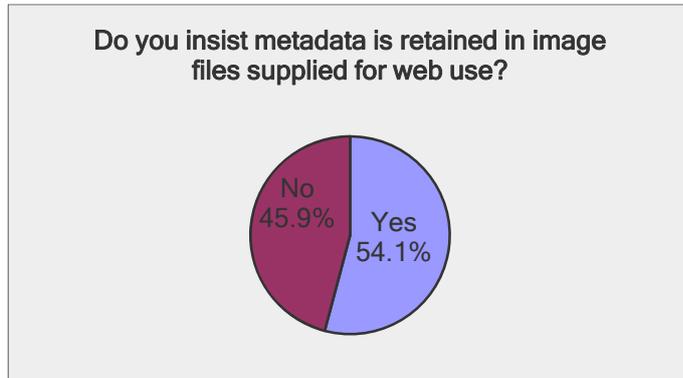
We welcome any feedback on the survey and any enquiries related to rights and licensing generally and would like to say a big thank you to all those who completed the survey. In particular I would like to thank the members of the Rights Group - Alessandro Conficoni, Annalisa Khan, Jamie Owen and Rachel Wakefield - for all their hard work in creating and analysing the survey. Special thanks are due to Susanne Kittlinger for creating the online survey and collating the results.

Tim Harris, Chair BAPLA Rights Group July 2015

## Web use - standards/guidelines

### 1) Do you insist metadata is retained in image files supplied for web use?

There were 37 responses to this question, of which 20 (54.1%) answered yes and 17 (45.9%) answered no.

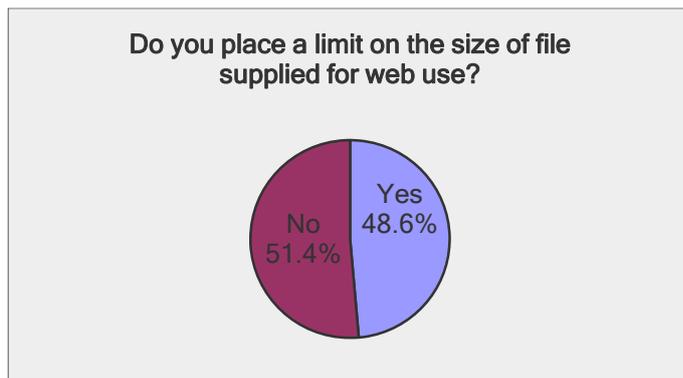


### 2) If yes, which are the key elements of metadata which you insist are kept intact?

20 members responded to this question, giving a wide variety of responses. The copyright details, photographer name/credit line, caption/description and source/collection were most commonly stated, but several members also cited date and location and one the image reference number. 2 members specified that all elements should be retained.

### 3) Do you place a limit on the size of file supplied for web use?

There were 37 responses to this question, of which 18 (48.6%) answered yes and 19 (51.4%) answered no.

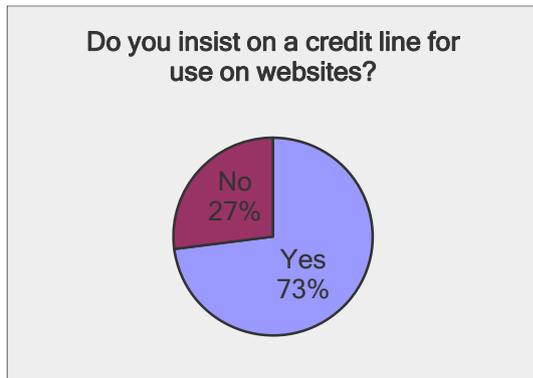


### 4) If yes, what is the maximum size allowed, quoted in pixels on the longer dimension?

18 members answered this question, giving a wide variety of responses. 4 allow 500 pixels or less on the longer dimension, 6 allow 501 to 700 pixels, 3 allow 700 to 900 pixels and 4 allow between 1000 and 2000 pixels. One stated there's no limit currently. The average size was 721 pixels.

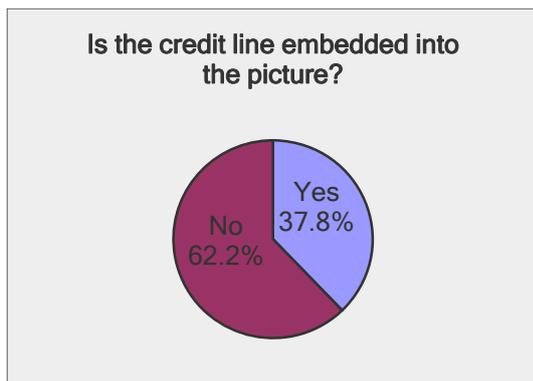
5) Do you insist on a credit line for use on websites?

There were 37 responses to this question, of which the great majority (27 respondents, 73%) answered yes and 10 (27%) answered no.



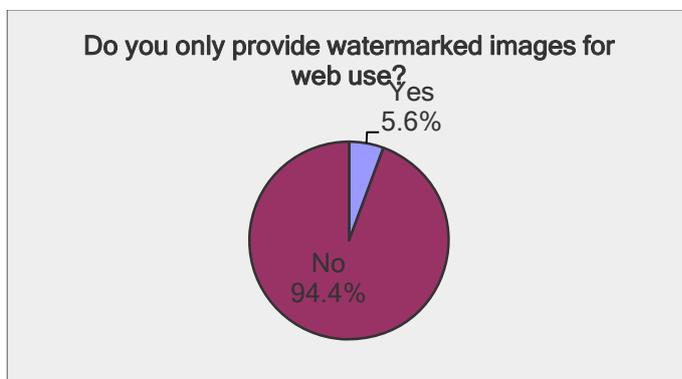
6) Is the credit line embedded into the picture?

There were 37 responses to this question, of which 14 (37.8%) answered yes and 23 (62.2%) answered no.



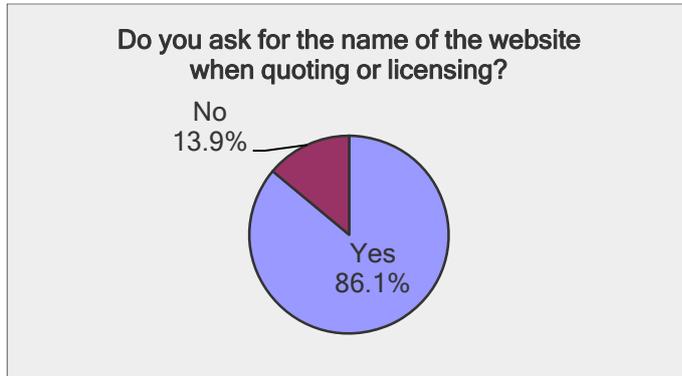
7) Do you only provide watermarked images for web use?

There were 36 responses to this question, of which 2 (5.6%) answered yes and 34 (94.4%) answered no.



**8) Do you ask for the name of the website when quoting or licensing?**

There were 36 responses to this question, of which 31 (86.1%) answered yes and 5 (13.9%) answered no.



**9) What is the maximum time period that you will license for website use?**

32 members responded to this question, giving a wide variety of responses. One member limits to 6 months; 2 members limit to 1 year; 4 limit to 2 - 3 years; 7 limit to 5 years; 8 to 10 years; 2 limit to 20 - 25 years and 6 have no limit or state in perpetuity or life of website. 1 member has no maximum but agrees the term with the client and 1 person stated it varies. 3 members stipulated they limit the time but allow archive in perpetuity.

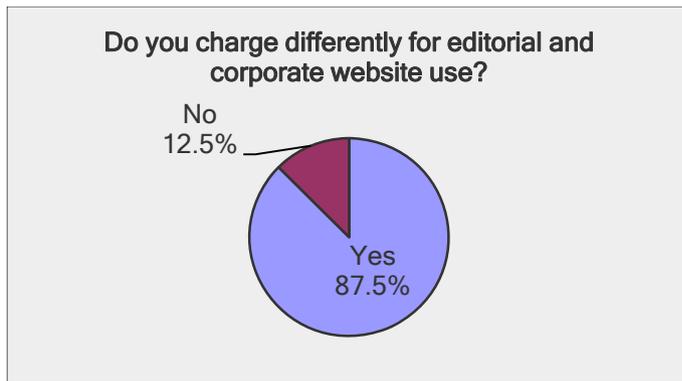
**10) Do you license website rights in perpetuity?**

There were 37 responses to this question, of which 6 (16.2%) answered yes and 19 (51.4%) answered no. 12 (32.4%) answered yes as archive rights only.



**11) Do you charge differently for editorial and corporate website use?**

There were 8 responses to this question, of which 7 (87.5%) answered yes and 1 (12.5%) answered no.

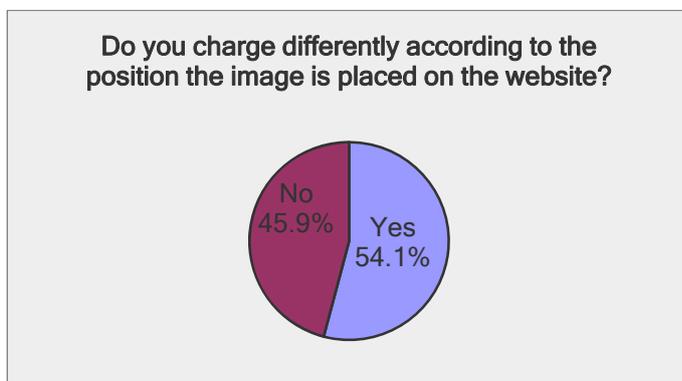


**12) If yes, please describe the difference in pricing.**

26 of the 28 members who answered yes to the previous question responded to this question, giving a wide variety of responses. 6 increase the editorial website use by between 20 and 50% for corporate website use. 7 ask for between 50 and 100% more for corporate website use. 3 add between 150 and 300% more for corporate web use. 1 adds 100% for secondary pages and 50% for home page use. 9 members were less specific or negotiate on a case by case basis.

**13) Do you charge differently according to the position the image is placed on the website?**

There were 37 responses to this question, of which 20 (54.1%) answered yes and 17 (45.9%) answered no.



**14) If yes, give details of, for example, surcharges for homepage use.**

21 members responded to this question even though only 20 answered yes to the previous question. 1 adds €40 for home page use. 1 adds £50. 3 members add 20 - 50% to secondary page fee for home page use. 6 add 50 - 100%. 1 reduces the home page fee by 25% for secondary page use. 8 were less specific with their answers, confirming only that they charge more for home page use.

**15) Do you have a separate fee structure for blogs/private individuals' websites?**

There were 36 responses to this question, of which 19 (52.8%) answered yes and 17 (47.2%) answered no.

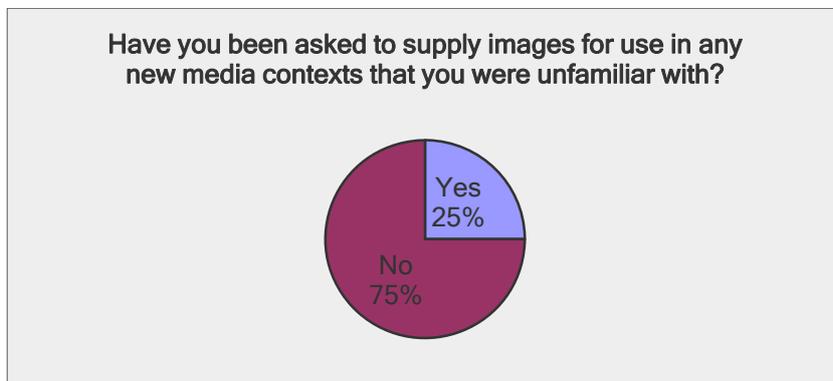


**16) If yes, please provide details.**

19 members responded. 8 offer images free of charge most or all of the time for an individual's non-commercial online use (blogs without advertising or subscription charges). Of these 8 members, 1 offers a free embed facility. 1 charges £25 and 1 charges 50% less than for non-blog website use. 10 members were less specific, with 1 allowing free use for people they know and 1 member requesting a credit line if they do offer the use for free.

**17) Have you been asked to supply images for use in any new media contexts that you were unfamiliar with?**

There were 36 responses to this question, of which 9 (25%) answered yes and 27 (75%) answered no.

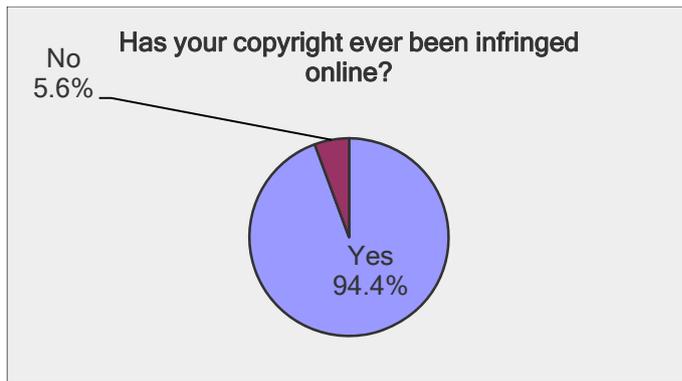


**18) If yes, please supply details.**

8 members responded. 2 members replied apps, with one of these adding social media. 2 others replied social media and one replied digital galleries. 1 replied MOOCs, which we believe is Massive Open Online Course (open online educational courses). 1 misunderstood the question.

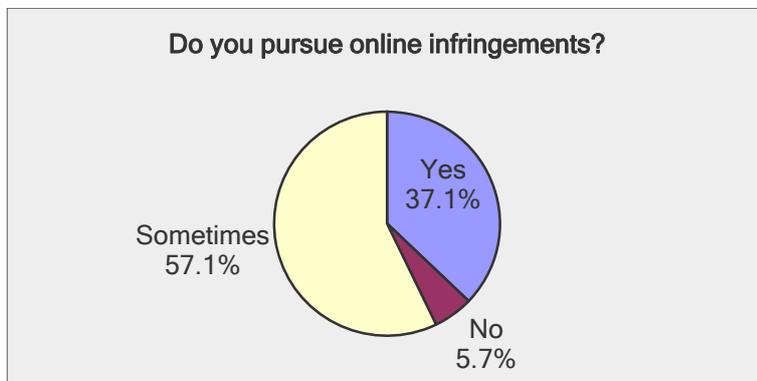
**19) Has your copyright ever been infringed online?**

There were 36 responses to this question, of which 34 (94.4%) answered yes and 2 (5.6%) answered no.



**20) Do you pursue online infringements?**

There were 35 responses to this question, of which 13 (37.1%) answered yes and 2 (5.7%) answered no and 20 (57.1%) replied sometimes.



**21) What types of online infringements do you usually pursue?**

There were 31 responses to this question. 8 members chase all unlicensed use or all they're aware of. 11 stated they chase all commercial uses or commercial website use. 2 chase unlicensed use in their own country and 1 of these stipulated this is for watermarked images and for images with an expired licence. 1 member chases uses where the unlicensed image is over 300 pixels and one stipulated that they chase only images of very poor quality. 1 chases editorial web uses, mainly newspapers and one filters for any companies they feel will react to emails/phone calls. One pursues those uses where a large number of images have been used without credit lines and two people chase blatant uses. 1 member pursues charity uses and another chases people selling their photos without permission. And finally one chases those who compromise their reputation.

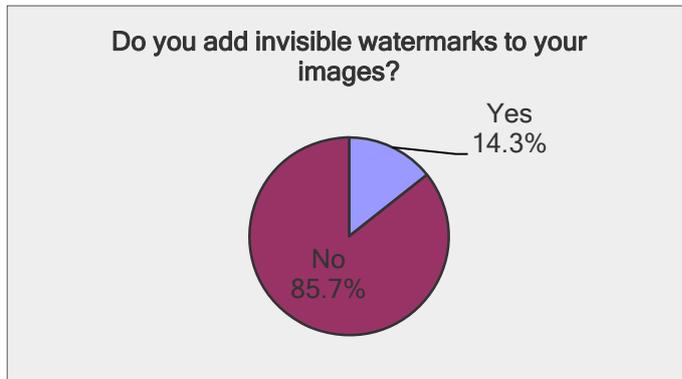
**22) What is your success rate for pursuing online infringements?**

There were 31 responses to this question. 5 have a good/very good/high success rate (1 specifying for commercial websites), of these 1 has a 100% success rate and another 2 specified 80 - 90%. 3 have a rough 50 -70% success rate and 5 specified 50%. 2 members estimated success to be 30%. 9 have a low/ poor success rate or are unsuccessful. 1 member has some success with companies but limited success with individuals and another has success with individuals and some social networks but struggles with news websites

and overseas 'collections'. 1 member usually doesn't charge but asks for the image to be removed. 1 member doesn't know and another has only just started chasing.

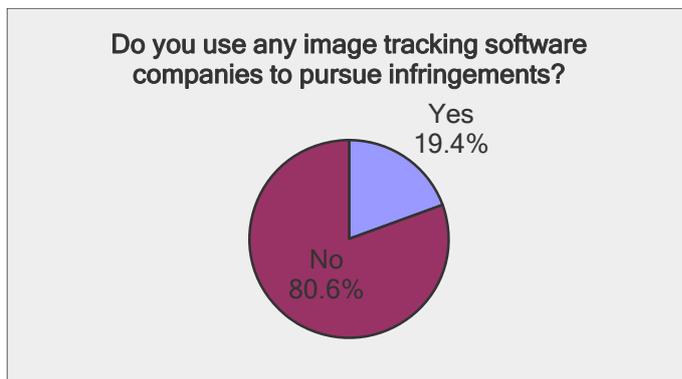
**23) Do you add invisible watermarks to your images?**

There were 35 responses to this question, of which 5 (14.3%) answered yes and 30 (85.7%) answered no.



**24) Do you use any image tracking software companies to pursue infringements?**

There were 36 responses to this question, of which 7 (19.4%) answered yes and 29 (80.6%) answered no.



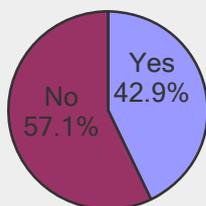
**25) If yes, which one do you use?**

9 members responded to this question. 6 of these use PicScout, 1 uses Digimarc and 2 no longer use image tracking software.

**26) Does the revenue cover the costs of the tracking company's service?**

14 members answered this question. 6 (42.9%) answered yes and 8 (57.1%) answered no.

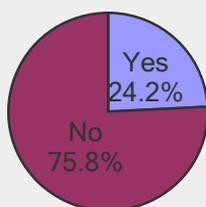
Does the revenue cover the costs of the tracking company's service?



27) Do you get many complaints about online infringement from your contributors?

33 members answered this question. 8 (24.2%) answered yes and 25 (75.8%) answered no.

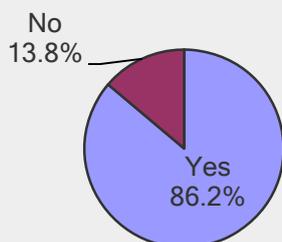
Do you get many complaints about online infringement from your contributors?



28) Do you always pursue cases which the contributors have highlighted?

29 members answered this question. 25 (86.2%) answered yes and 4 (13.8%) answered no.

Do you always pursue cases which the contributors have highlighted?



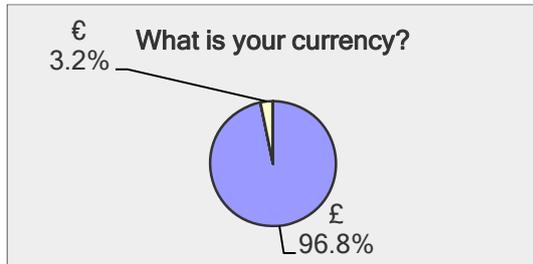
29) If not, why not?

4 members answered this question. Responses to this question varied widely. The majority would choose to pursue an infringement where they felt there was a strong possibility of success either in gaining financial compensation or in forcing the infringer to take down the image. Responses from members also highlighted the difficulty in pursuing private individuals who may infringe copyright by placing images on their private Social Media channels.

## Pricing for website use

### 30) What is your currency?

31 members answered this question. 30 (96.8%) answered Sterling, 0 (0%) US Dollars and 1 (3.2%) Euros.



### 31) Editorial use - what is your standard price for up to 1/4 screen/minor size secondary page web use on a single site?

24 members responded to this question.

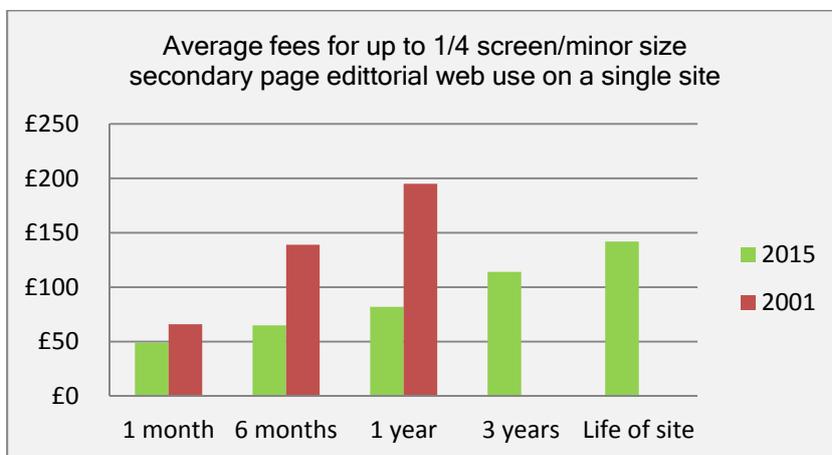
1 month: 21 (87.5%) responses were collected. The average value was £49 (the lowest £7 and the highest £175).

6 months: 19 (79.2%) responses were collected. The average was £65 (the £21 and the highest £175).

1 year: 22 (91.7%) responses were collected. The average value was £82 (the lowest £25 and the highest £250).

3 years: 20 (83.3%) responses were collected. The average value was £114 (the lowest £29 and the highest £350).

Life of site: 18 (75.0%) responses were collected. The average was £147 (the lowest £40 and the highest £500).



**32) Editorial use - what is your standard price for 1/4 screen/minor size homepage web use on a single site?**

25 members responded to this question.

1 month: 22 (88.0%) responses were collected. The average value was £68 (the lowest £14 and the highest £262).

6 months: 19 (76.0.2%) responses were collected. The average value was £89 (the lowest £29 and the highest £262).

1 year: 22 (88.00%) responses were collected. The average value was £118 (the lowest £25 and the highest £262).

3 years: 20 (80.00%) responses were collected. The average value was £148 (the lowest £29 and the highest £420).

Life of site: 18 (72.0%) responses were collected. The average value was £200 (the lowest £40 and the highest £750).



**33) Corporate use - what is your standard price for up to 1/4 screen/minor size secondary page web use on a single site?**

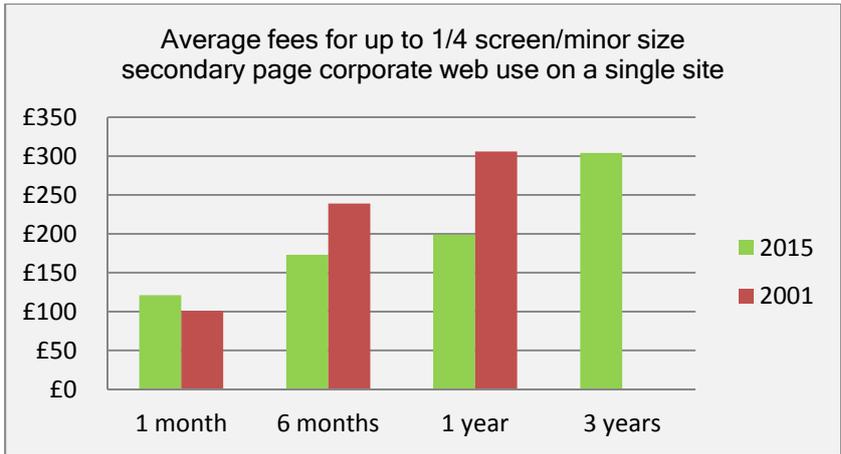
24 members responded to this question.

1 month: 21 (87.5%) responses were collected. The average value was £121 (the lowest £18 and the highest £350).

6 months: 20 (83.3.2%) responses were collected. The average value was £173 (the lowest £29 and the highest £605).

1 year: 22 (91.7%) responses were collected. The average value was £199 (the lowest £29 and the highest £750).

3 years: 21 (87.5%) responses were collected. The average value was £304 (the lowest £29 and the highest £1,100).



**34) Corporate use - what is your standard price for up to 1/4 screen/minor size homepage web use on a single site?**

23 members responded to this question.

1 month: 21 (91.3%) responses were collected. The average value was £170 (the lowest £29 and the highest £630).

6 months: 20 (87.0%) responses were collected. The average value was £241 (the lowest £29 and the highest £905).

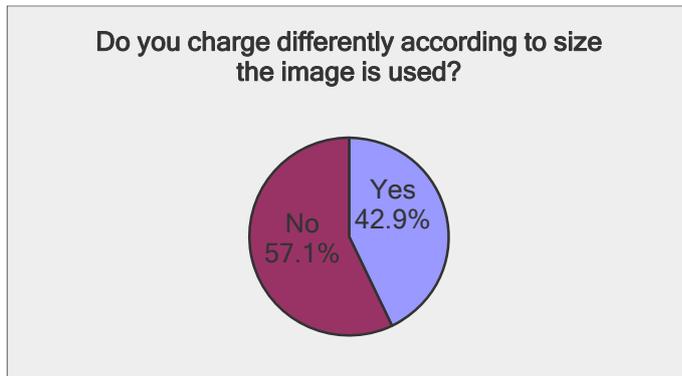
1 year: 21 (91.3%) responses were collected. The average value was £293 (the lowest £25 and the highest £1000).

3 years: 21 (91.3%) responses were collected. The average value was £449 (the lowest £29 and the highest £1440).



**35) Do you charge differently according to size the image is used?**

28 members answered this question. 12 (42.9%) respondents answered yes and 16 (57.1%) respondents answered no.

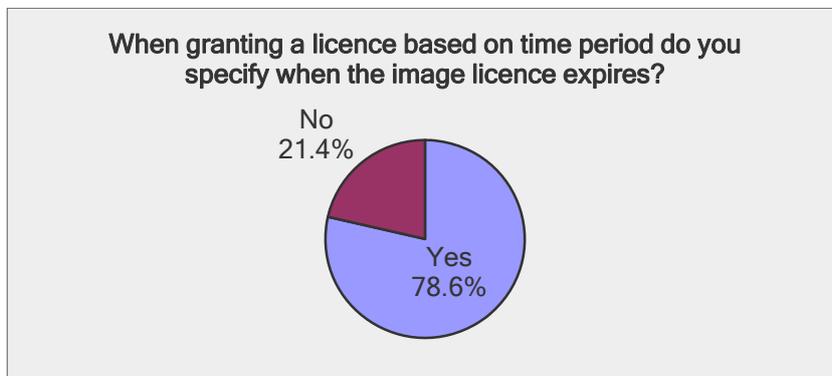


**36) If yes, please provide details.**

12 members answered this question. All responded that they would vary their charges depending on size, most commonly having different rates for 1/4 page, 1/2 page and full page. 1 member stated different prices related to pixel size (180, 350 and 780). 9 respondents determine price by size and 1 by the prominence of the image on the page.

**37) When granting a licence based on time period do you specify when the image licence expires?**

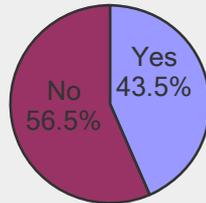
28 members answered this question. 22 (78.6%) answered yes and 6 (21.4%) answered no.



**38) If yes, do you visit the site when the licence expires and check whether the image has been removed?**

23 members answered this question. 10 (43.5%) answered yes and 13 (56.5%) answered no.

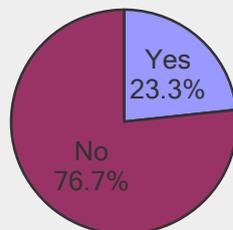
If yes, do you visit the site when the licence expires and check whether the image has been removed?



39) Do you charge extra for premium images?

30 members answered this question. 7 (23.3%) answered yes and 23 (76.7%) answered no.

Do you charge extra for premium images?



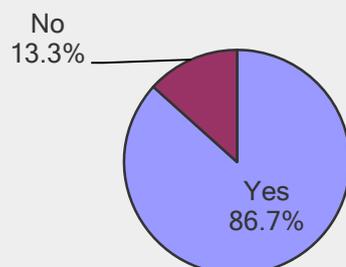
40) If yes, please provide details.

8 members responded to this question, giving a wide range of responses. 5 respondents specified the additional fee charged, which ranged from 20% - 300% (average 84%) of the non-premium images fee. 3 members charge 50% extra. They stated reasons for considering images 'premium' are either the type of image or the type of collection.

41) Do you offer discounts for bulk use?

30 members answered this question. 26 (86.7%) answered yes and 4 (13.3%) answered no.

Do you offer discounts for bulk use?



**42) If yes, please provide details.**

24 members answered this question, of which 21 offer a discount. The size of discount varies according to the volume of the sale with increments of 5-10 images typically attracting a discount. Typical discounts vary between 5% and 65% with the mean given as 22.8%.

Most discounts started at either 5+ images (6 responses) or 10+ images (7 responses). Discount percentages usually start from 10% (8 responses) and the average minimum discount is 13%.

2 respondents offer flat fees for bulk uses and one offers discount based on yearly requests.

**43) Do you specify a limit on the number of websites included in the licence?**

30 members answered this question. 12 (40.0%) answered yes and 18 (60.0%) answered no.



**44) If yes, what % do you add to the single website price?**

6 members specified percentages charged for more than one website. On average the additional charge for up to 5 websites was 49% of the price for one website only and for unlimited websites an additional 66%.

2 respondents do not offer licences for unlimited websites.

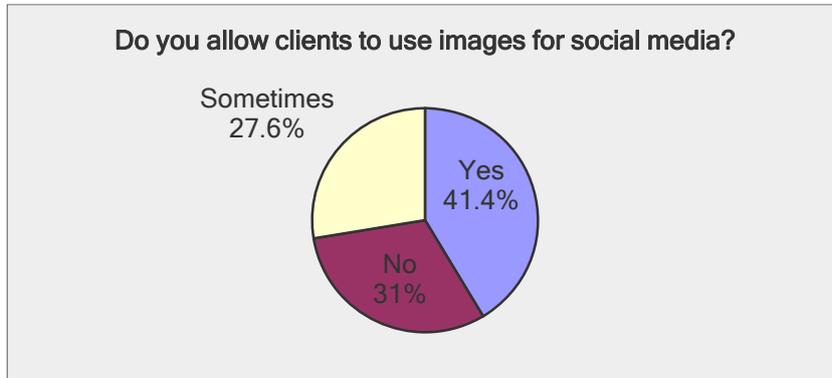
**45) Do you have any further points to make or questions to raise regarding web rights and pricing?**

6 members offered additional comments. 2 said that they don't have a specific price structure but they tend to adapt the fees to clients' budgets. 2 said that the market for this kind of use commands prices that are too low for specialist libraries. One member said that they generally license per URL and have limited requests for multiple sites.

## Social media - standards/guidelines

### 46) Do you allow clients to use images for social media?

29 members answered this question, of which 12 (41.4%) answered yes, 9 (31%) answered no and 8 (27.6%) answered sometimes.

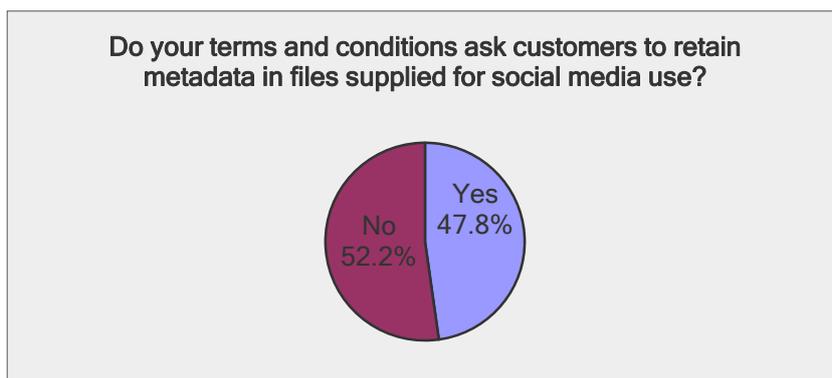


### 47) If sometimes, please provide more information.

11 members provided more information giving a variety of responses. 5 respondents allow social media uses but charge an extra fee while 2 allow it for free for non-commercial uses and exhibition promotion provided that the images are credited. The remaining 4 respondents stated that they decide on a case by case basis depending on the use and on the type of client.

### 48) Do your terms and conditions ask customers to retain metadata in files supplied for social media use?

23 members answered this question, of which 11 (47.8%) answered yes and 12 (52.2%) answered no.



### 49) If yes, what are the key elements of metadata which you insist are kept intact?

11 members answered this question, giving a wide variety of responses. The copyright details, photographer name/credit line, caption/description and source/collection were most commonly stated but image reference ID and keywords were also cited. 2

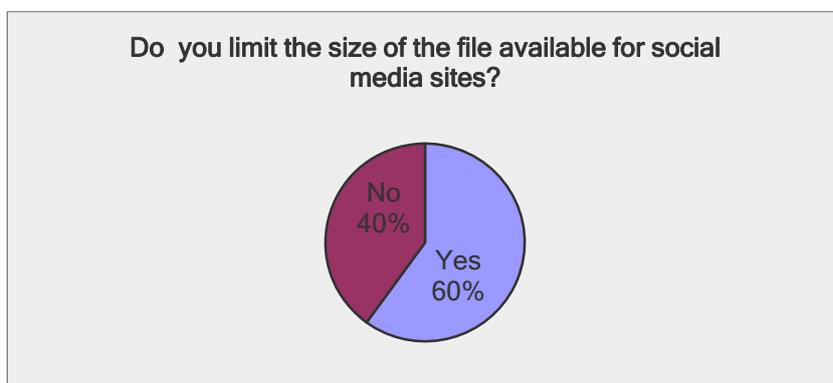
respondents specified that their terms and conditions state that all the metadata should be retained.

50) Do you know of any social media channels which strip out metadata? If yes, please name them.

Of the 7 respondents, 5 do not know any social media that strip out metadata. Facebook was cited once and one other member stated that they believed that all social media strip out metadata.

51) Do you limit the size of the file available for social media sites?

20 members answered this question, of which 12 (60%) answered yes and 8 (40%) answered no.

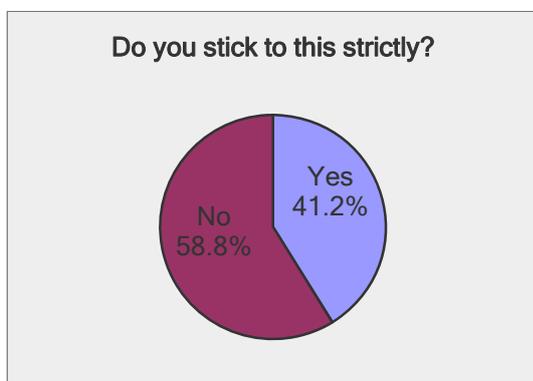


52) If yes, what is the maximum number of pixels on the longer dimension?

13 members answered this question giving a variety of responses. The sizes cited ranged from 300 pixels to 1025 pixels. 7 of the 13 answers were in the 800 - 1025 pixels range and the average was 804 pixels. 3 members decide the size allowed on a case by case basis

53) Do you stick to this strictly?

17 members answered this question, of which 7 (41.2%) answered yes and 10 (58.8%) answered no.

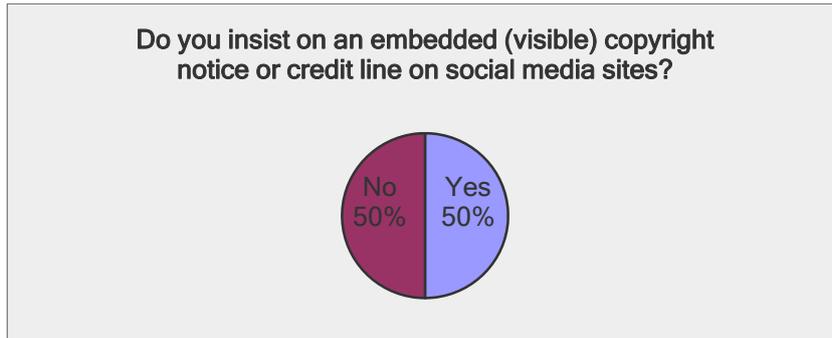


**54) If yes, how do you enforce it?**

6 members answered this question. All of them enforce the limit by providing files at the allowed resolution.

**55) Do you insist on an embedded (visible) copyright notice or credit line on social media sites?**

20 members answered this question, of which 10 (50%) answered yes and 10 (50%) answered no.



**56) If yes, how?**

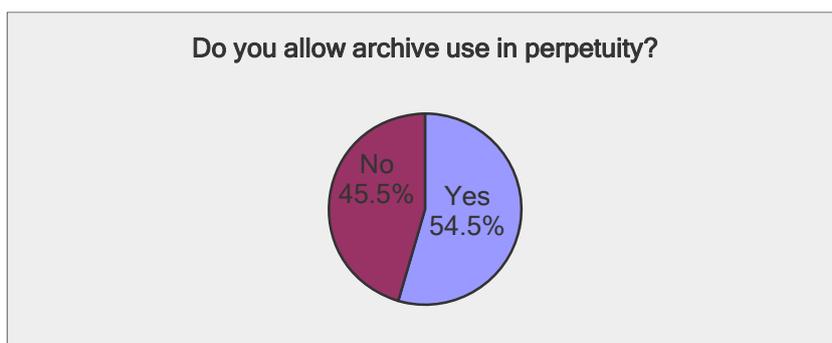
10 members responded to this question giving a variety of answers. 5 respondents enforce this by asking the client to add the copyright notice and/or by having this obligation stated on their terms and conditions. 3 members check the client's website to verify if they state the copyright notice and one member offers its clients to embed the copyright notice/credit in the image on their behalf (at a cost).

**57) What licence period do you allow for use on social media sites?**

19 members answered this question. The range of duration was quite broad from 1 year to unlimited duration. The most commonly stated were up to 5 years (5 respondents) or unlimited duration/life of the website (5 respondents). Other durations cited were either less than 5 years (4 respondents) or 10 years (2 respondents).

**58) Do you allow archive use in perpetuity?**

22 members answered this question. 12 (54.5%) answered yes and 10 (45.5%) answered no.

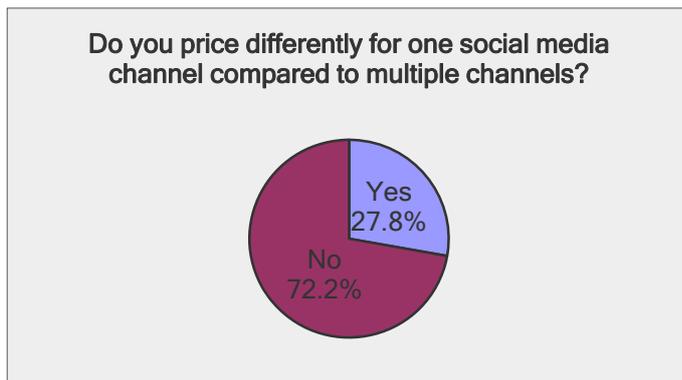


59) Are there any social media channels which you don't allow to be included in a social media or blanket web licence? Please list with reasons.

11 members answered this question. 8 of these (72.7%) answered that they had not yet excluded any social media channels. The other respondents stated once each Facebook, Flickr, Tumblr, Yahoo networks and Google+.

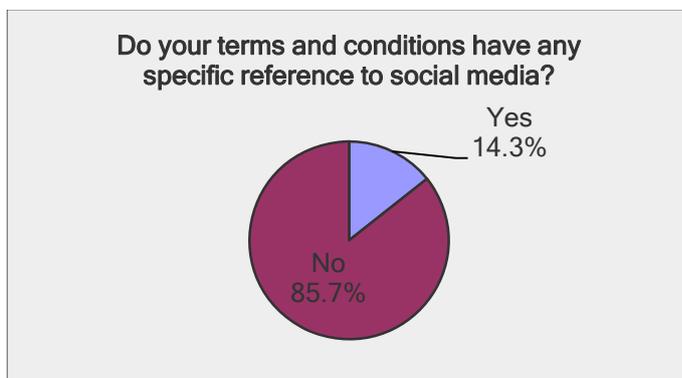
60) Do you price differently for one social media channel compared to multiple channels?

18 members answered this question. Of these, 13 (72.2%) answered yes and 5 (27.8%) no.



61) Do your terms and conditions have any specific reference to social media?

21 members answered this question. 3 (14.3%) answered yes and 18 (85.7%) no.

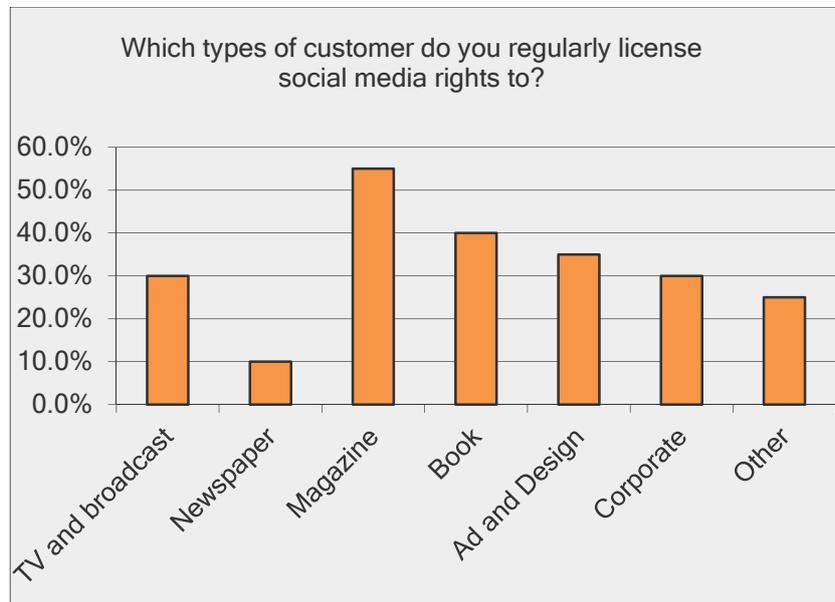


62) If yes, please provide details.

Of the 3 members who responded, one referred to the BAPLA terms about not posting on social networking sites without written agreement, one referred to credits, and one said usage rights were revoked if the social media site attempts to assert ownership of the content.

**63) Which types of customer do you regularly license social media rights to?**

20 members answered this question, giving a wide range of replies. Magazines were the most common sector (55%), followed by books (40%), ad/design (35%) and corporate and TV/broadcast (both 30%).

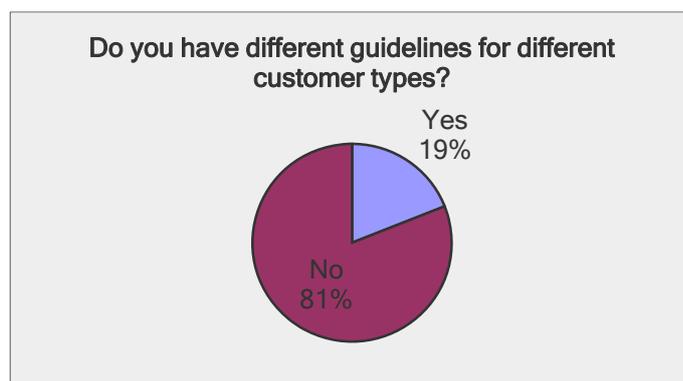


**64) If other, please specify.**

Of the 4 members who cited other media, 2 mentioned private individuals, and one each bloggers, journalists, writers, conservation groups and charities.

**65) Do you have different guidelines for different customer types?**

21 members answered this question. Of these 17 (81%) answered no and 4 (19%) answered yes.

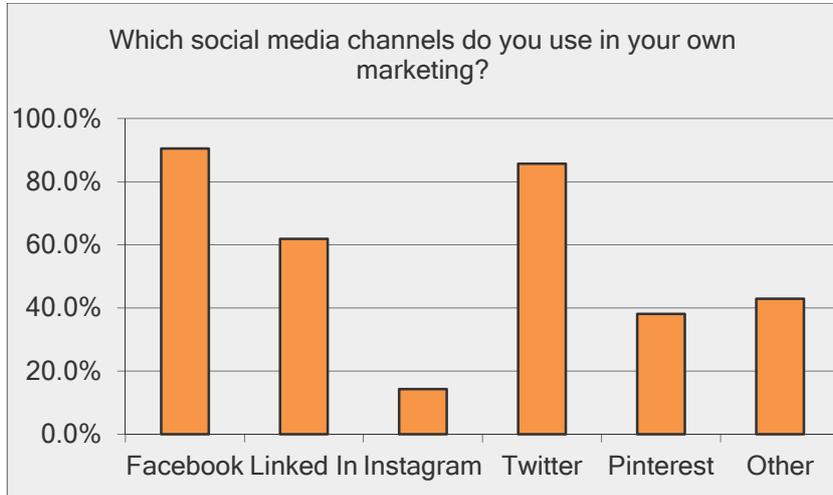


**66) If yes, please provide details.**

Of the 3 members who did have differential guidelines, two had different approaches for educational or editorial use and for commercial or corporate use. The third had a different approach for personal use.

**67) Which social media channels do you use in your own marketing?**

21 members answered this question. By far the most commonly used channels were Facebook with 19 using it (90.5%) and Twitter with 18 using it (85.7%), followed by LinkedIn with 13 using it (61.9%).

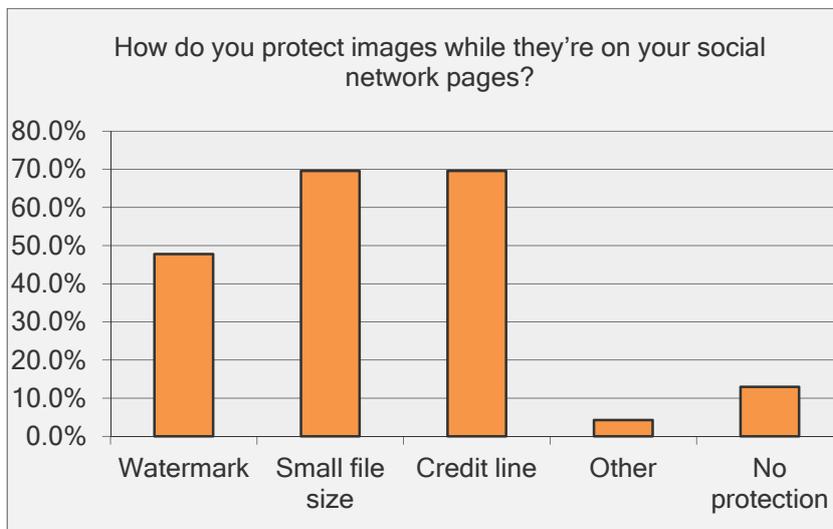


**68) If other, please specify.**

Of the 8 members using other social media channels, 3 use Tumblr, 2 use Flickr, 2 use Google/Google+, and one each use blogs, own social media and industry specialist social media.

**69) How do you protect images while they're on your social network pages?**

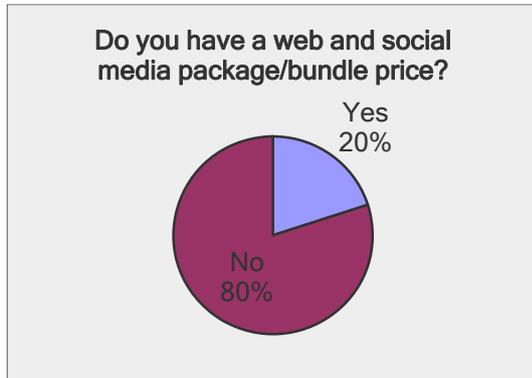
23 members answered this question. Only 3 (13%) used no protection. Of those using protection methods, 16 (69.6%) stated that they used credit lines and small file size, 11 (47.8%) use watermarks and 1 indicated that there was no company-wide policy on this issue.



## Pricing for social media

70) Do you have a web and social media package/bundle price?

25 members answered this question. The majority (20 members or 80% of respondents) have no package/bundle price, while just 5 (20%) do have one.

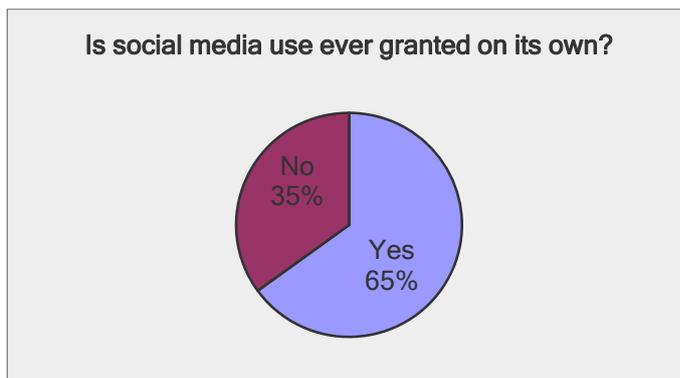


71) If yes, please supply details of each bundle price you offer.

Of those members offering a bundle/package price, there was no consistent approach, suggesting that there are a variety of different options and approaches. One offered a general bundle for 5 years at £29.

72) Is social media use ever granted on its own?

20 members answered this question. 13 of them (65%) answered yes and 7 (35%) answered no.



73) What do you charge for use on a single social media site?

14 members answered this question. Some did not have a rate for less than one year and one appeared not to charge for this type of use.

For 1 month, the average price was £76, but individual rates varied widely from £29 to £225.

For 6 months, the average price was £113, but individual rates varied widely from £29 to £400.

For 1 year, the average price was £140, but individual rates varied widely from £29 to £675.



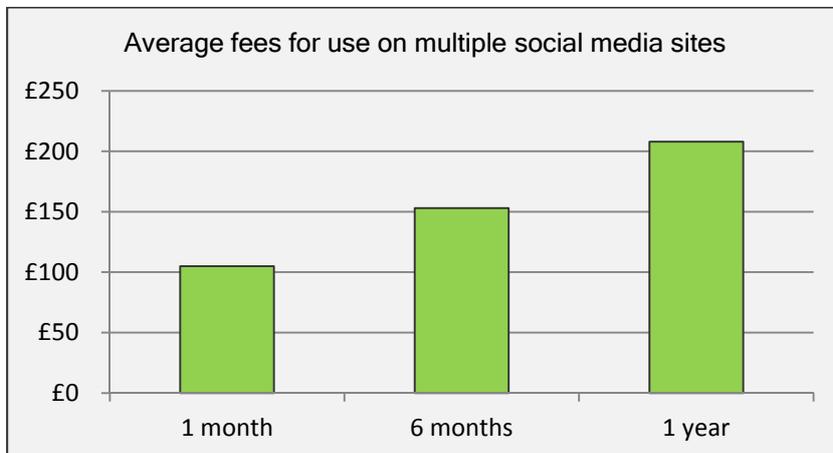
#### 74) What do you charge for use on multiple social media sites ?

There were 12 answers to this question.

For 1 month, the average fee was £105, with prices varying widely from £45 to £275. The most common fees charged were in the £40-£50 range.

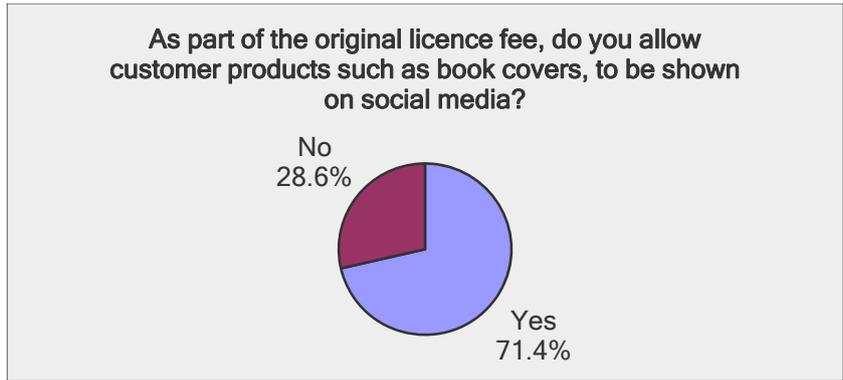
For 6 months, the average fee was £153, with prices varying from £45 to £500.

For 1 year, the average fee was £208, with prices varying from £45 to £750.



#### 75) As part of the original licence fee, do you allow customer products such as book covers, to be shown on social media?

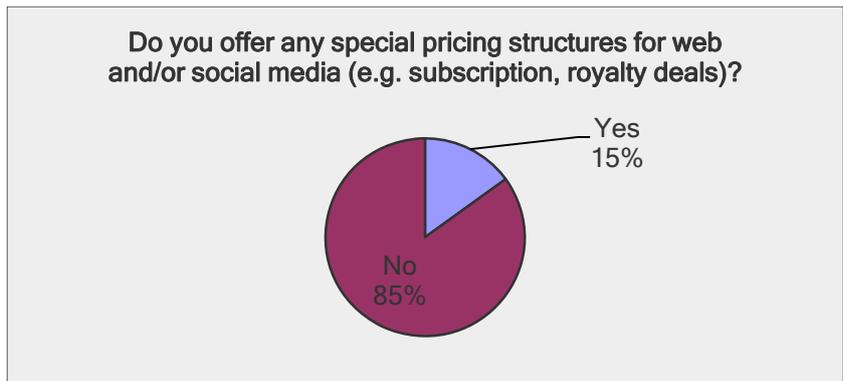
21 members answered this question. 15 (71.4%) of these answered yes and 6 (28.6%) answered no.



**76) Do you offer any special pricing structures for web and/or social media (e.g. subscription, royalty deals)?**

20 members answered this question. Of these, 17 (85%) answered no and 3 (15%) answered yes.

Of those who gave more information, one said that it varies according to the client, and one that they have subscription deals or bundles which include web plus social media rights.



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

Of those who gave more information, one said that it varies according to the client, and one that they have subscription deals or bundles which include web plus social media rights.

**78) Do you have any further points to make or questions to raise, regarding social media rights and pricing?**

There were 3 responses to this question. One reiterated the point about allowing product shots within the original fee, but charging for standalone use. One said that they were happy to get sales in this area even at low values, as clients can get pictures for free elsewhere. The third stated that they used social media for marketing but were not currently prepared to license use in these media. As they put it: *"For specialist libraries the issue is about price and control of works, but also about monetizing the sharing of our images via social media."*

## App use - pricing and standards

### 79) Do you have a price list for app use?

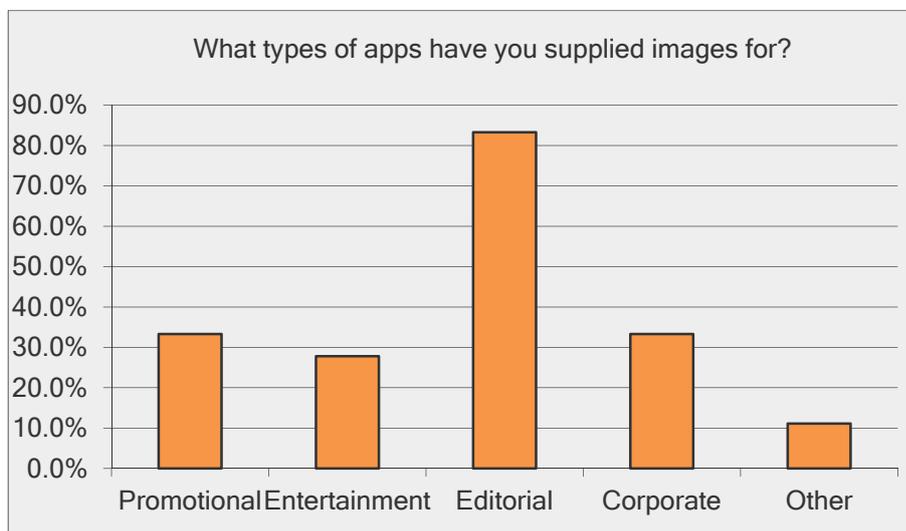
There were 27 responses to this question, of which 19 (70.4%) answered no and 8 (29.6%) answered yes.



### 80) What types of apps have you supplied images for?

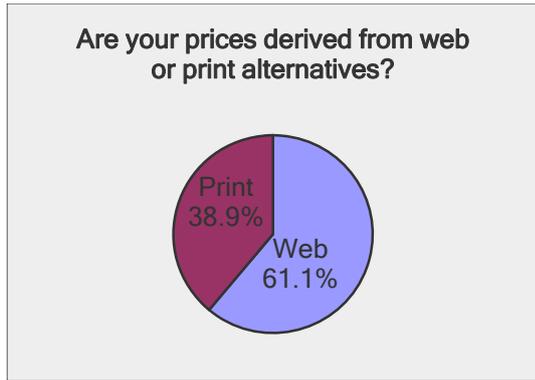
18 members responded to this question. 15 of these had supplied for editorial apps, 6 each for corporate and promotional apps, and 5 for entertainment apps and 2 for other apps.

'Editorial' was the highest scoring usage at 83.3%, with 'Corporate' and 'Promotional' following with 33.3% each. 'Entertainment' followed at 27.8% and 'Other' at 11.1%.



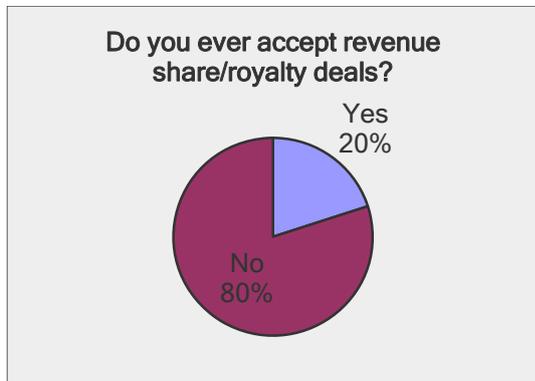
### 81) Are your prices derived from web or print alternatives?

18 people responded to this question. 11 (61.1%) answered that prices were derived from web, with 7 (38.9%) from print alternatives.



**82) Do you ever accept revenue share/royalty deals?**

20 people answered this question, of which 16 (80.0%) answered no and 4 (20.0%) answered yes.



**83) Are revenue share/royalty deals generally based on sharing the ad revenue?**

All 11 people who answered this question gave no as their answer.

**84) Or are they sharing the retail price?**

There were 11 responses to this question. 7 (63.6%) answered no and 4 (36.4%) answered yes.

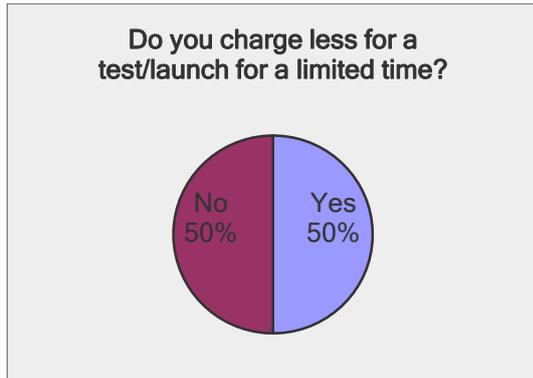


**85) If yes, what % do you request?**

4 respondents answered this question. The % range was between 20% and 40%, with an average of 30%. One person responded that the % varied, and another said the % range would be negotiable and dependent on the specific project.

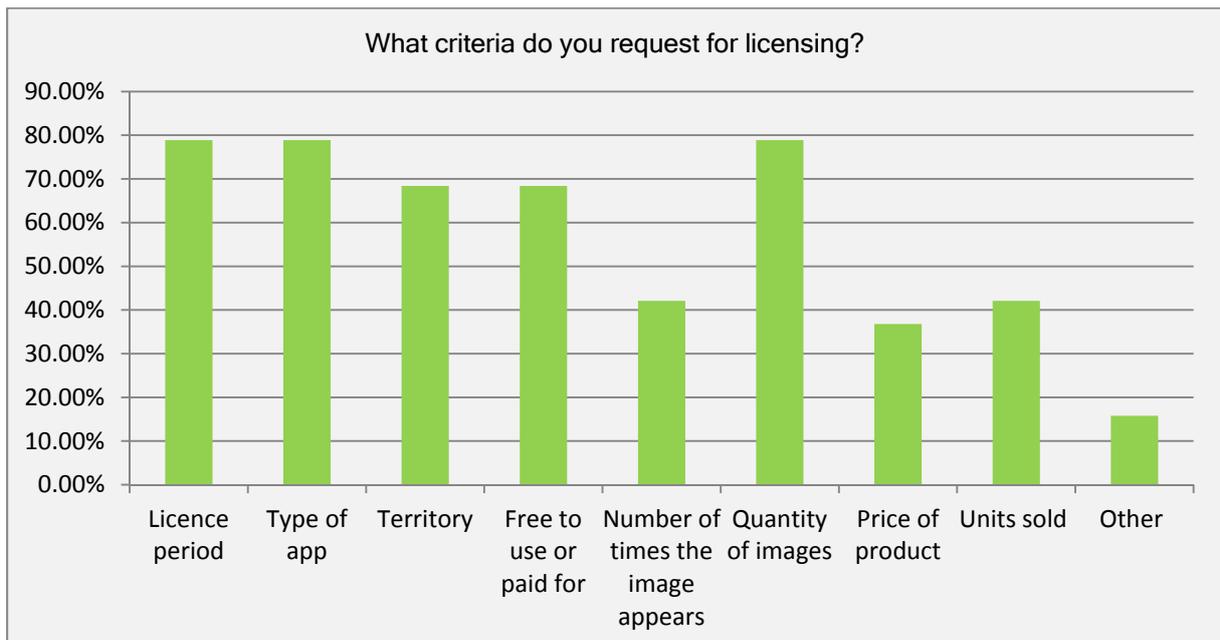
**86) Do you charge less for a test/launch for a limited time?**

16 members responded to this question. Answers were split evenly, 50% answering 'yes' and 50% answering 'no'.



**87) What criteria do you request for licensing?**

19 members answered this question. The most important criteria were licence period, type of app and quantity of images (cited by 15 members or 79% of respondents), followed by whether the app is free to use or paid for and the territory (used by 13 members or 68% of respondents). The number of times the image appears, price of the product and units sold were less important but still cited by 7 or 8 members, more than one third of those responding.



88) If other, please specify.

4 members noted other criteria that affected their licensing, which were position/placement of the image(s), duration of use, number of downloads, number of languages and trustworthiness of the client.

89) To which territories are you mainly licensing app use to customers?

There were 19 responses to this question. Of these 16 (84%) specified UK which was by far the most common territory, followed by North America (7 responses or 36%), worldwide (6 responses or 31%), and Europe (2 responses or 10%). Far East was not cited by any member.



90) Do you offer discounts for bulk use?

There were 19 responses to this question, of which (63.2%) answered yes to bulk use discounts, and 7 (36.8%) answered no.



91) At what quantity does the discount kick in?

10 members answered this question. There was a very wide range of responses given. 3 members simply said it was variable, 2 members said discounts started at 5 images, 3 members at 10+ images and one each quoted 100's or 500+.

**92) What % discount do you generally offer at this point?**

10 members answered this question. 10% was the most common response, with 5 members saying this was the % discount generally offered. 3 members simply stated it was variable or dependent on the client, 1 member quoted 15% and another 30%.

**93) What would you charge for the stand alone editorial use (eg a magazine or newspaper app) of one image in a paid for app, one language?**

12 out of 34 respondents answered this question, and the answers varied greatly:

For usage up to one week, the amounts charged ranged from £19 to £284, with an average of £64.

For usage up to one month, the amounts charged ranged from £29 to £284, with an average of £73.

For usage up to six months, the amounts charged ranged from £38 to £284, with an average of £85.

For perpetual usage, the amounts charged ranged from £45 to £100, with an average of £85.

There were significantly less responses to this category, 4 people responded with 'Not Applicable', and one person said it was 'unlikely' they would license for perpetuity.



**94) What would you charge for the stand alone editorial use (eg a magazine or newspaper app) of one image in a free app, one language?**

13 out of 37 respondents answered this question, and the answers varied greatly.

For usage up to one week, the amounts charged ranged from £19 to £284, with an average of £61.

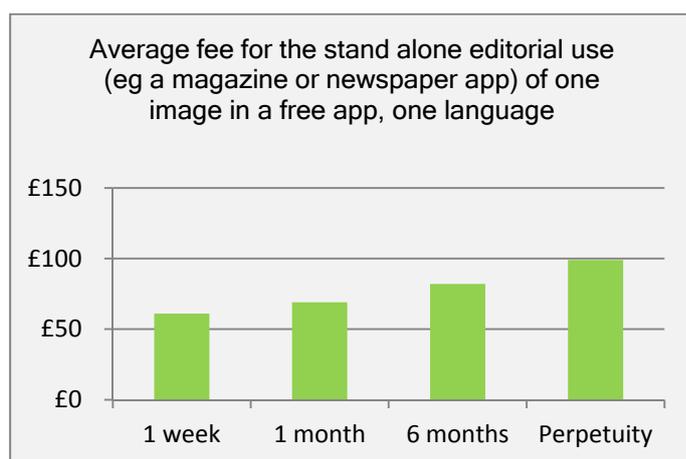
For usage up to one month, the amounts charged ranged from £19 to £284, with an

average of £69.

For usage up to 6 months, the amounts charged ranged from £29 to £284, with an average of £82.

For perpetual usage, the amounts charged ranged from £45 to £245, with an average of £99.

There were significantly less responses to this category, 3 people responded with 'Not Applicable', and one person said it was 'unlikely' they would license for perpetuity, and 2 people gave no answer.



**95) What would you charge for the stand alone, worldwide corporate use (eg. a company's app) of one image?**

12 out of 37 respondents answered this question.

For usage up to one year, the amounts charged ranged from £50 to £284, with an average of £125.

For usage up to 5 years, the amounts charged ranged from £29 to £525 with an average of £240.

For perpetual usage, the amounts charged ranged from £49 to £300 with an average of £192.

There were significantly less responses to this category, 5 people responded with 'Not Applicable', and one person said it was 'unlikely' they would license for perpetuity, and 2 people gave no answer.

**96) What would you charge for the stand alone entertainment use (eg. game, quiz) of one image in a paid for app, worldwide?**

11 out of 37 respondents answered this question.

For usage up to five years, the amounts charged ranged from £29 to £525 with an average

of £197.

For usage up to ten years, the amounts charged ranged from £29 to £1,000 with an average of £266.

For perpetual usage, the amounts charged ranged from £49 to £330 with an average of £180. There were significantly less responses to this category, 5 people responded with 'Not Applicable', and one person said it was 'unlikely' they would license for perpetuity, and 2 people gave no answer.

**97) What would you charge for the stand alone entertainment use (eg. game, quiz) of one image in a free app, worldwide?**

10 out of 37 respondents answered this question.

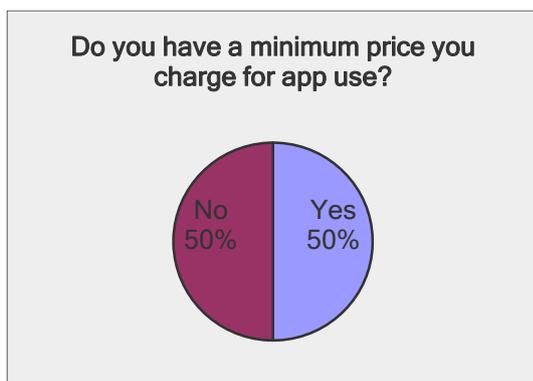
For usage up to five years, the amounts charged ranged broadly from £29 to £525 with an average of £189.

For usage up to ten years, the amounts charged, again, ranged broadly from £29 to £1,000 with an average of £245.

For perpetual usage, the amounts charged ranged from £49 to £250 with an average of £128. There were significantly less responses to this category, 5 people responded with 'not applicable', and one person said it was 'unlikely' they would license for perpetuity.

**98) Do you have a minimum price you charge for app use?**

There were 18 responses to this question, of which response was equally divided between yes and no: 9 (50%) answered yes, and 9 (50%) answered no.



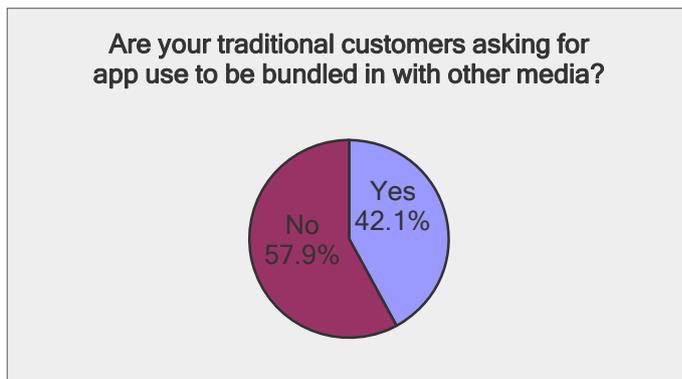
**99) If yes, please specify.**

9 members responded to this question, and the minimum price charged for app use varied quite widely. Prices ranged from £6 to £70 with an average of £33.

**100) Are your traditional customers asking for app use to be bundled in with other media?**

From the answers given, it would seem that traditional customers are not overwhelmingly asking for app use to be bundled in with other media when licensing.

There were 19 responses to this question, of which 11 (57.9%) answered no and 8 (42.1%) answered yes.

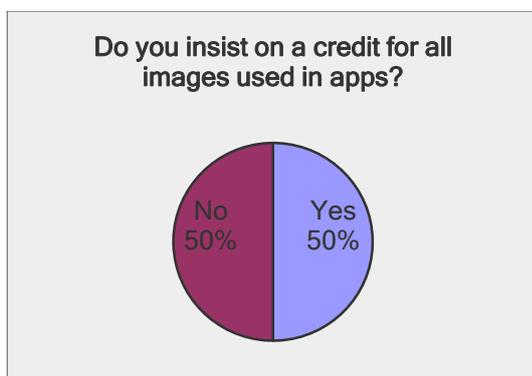


**101) If yes, please specify.**

There were a mixture of responses to this question with some respondents saying that book publishers and magazine clients are asking for app use to be included in the licensing package. Another respondent said they had noticed customers across all markets and products asking for app use to be bundled in to the package for marketing purposes. One respondent reported that their standard licence includes app use so clients don't need to ask. And one respondent said that clients are generally asking for more to be included in a standard licence, but for lower fees.

**102) Do you insist on a credit for all images used in apps?**

There were 18 responses to this question, of which the response rate was equal: 9 (50%) answered yes, and 9 (50%) answered no.



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

Most people stated that the credit line should be shown as specified. One said at least the agency name must be credited. Another said they were flexible about placement.

**104) Do you have any further points to make or questions to raise, regarding app rights and pricing?**

Two respondents stated they have never actually been asked by any clients for any app usage. And one other member said that their experience of working with one app developer had not been worthwhile financially considering the time invested.