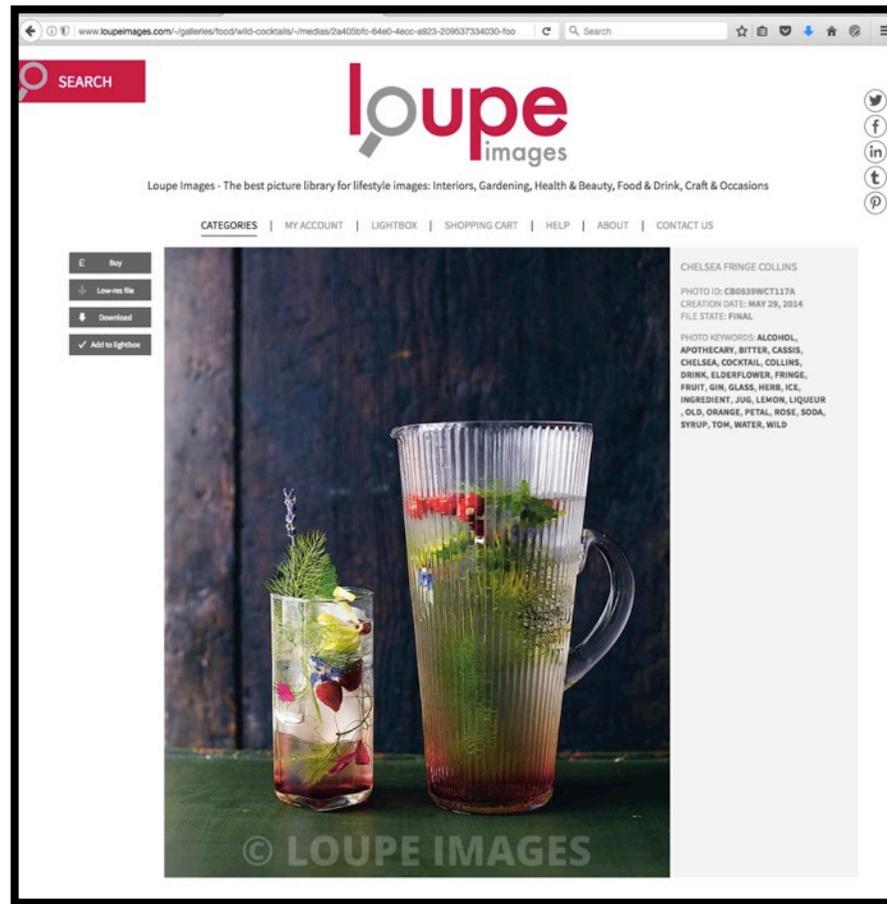


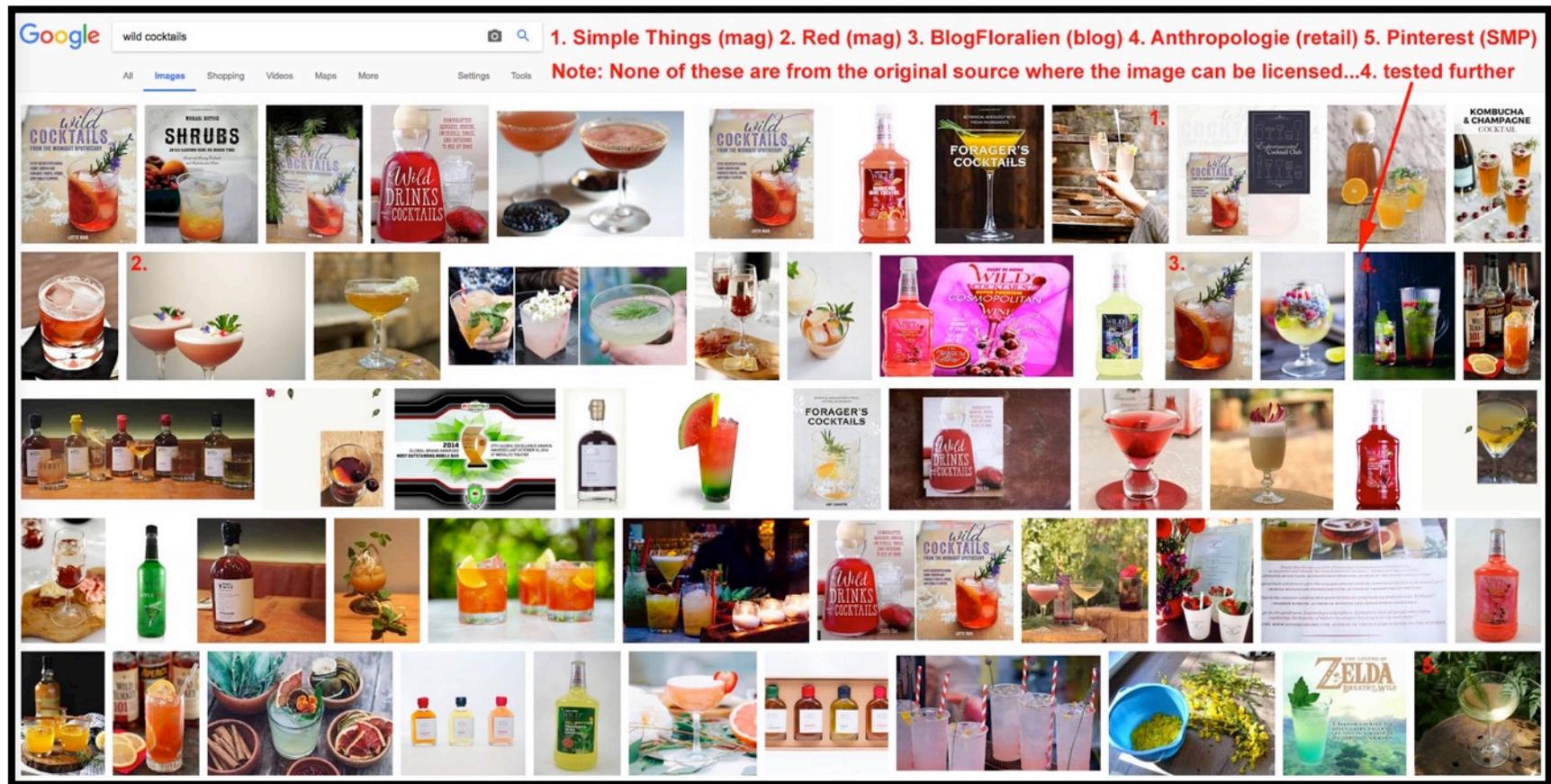
Trying to find one of our images

Using Google Images to find if either our exclusive image or picture library appears as a source when searching for one of our images...

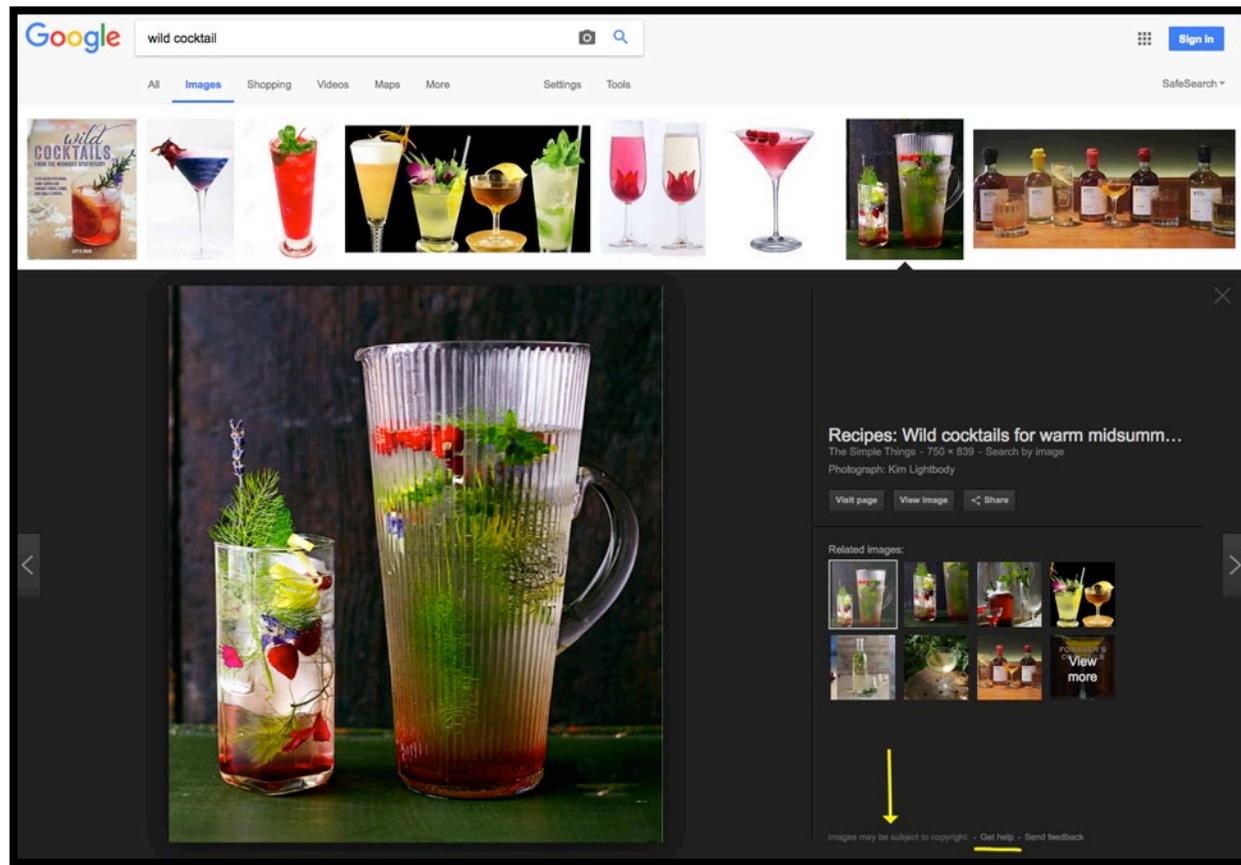


We chose this licensable image as featured on our website, with the tag “wild cocktails” to see where it appeared on Google Images

<http://www.loupeimages.com/-/galleries/food/wild-cocktails/>



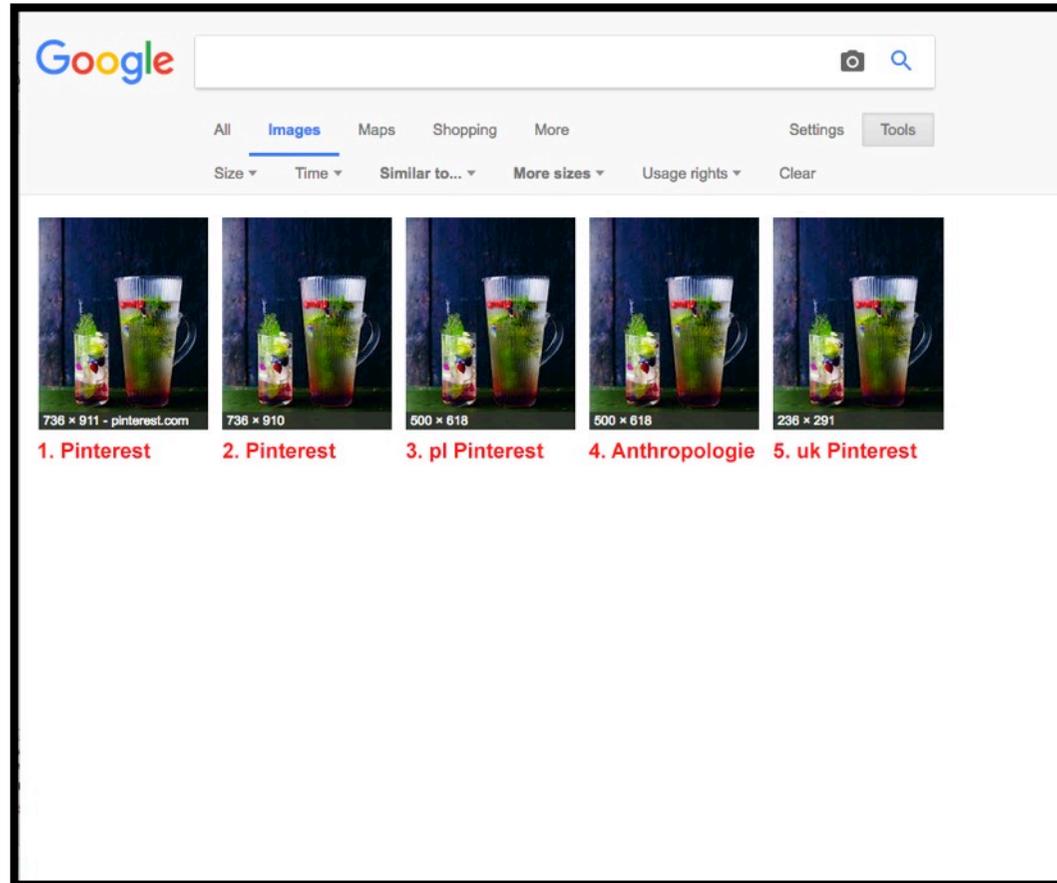
1. Conducting a simple search using the same term “wild cocktails” from a collection of images we have exclusive rights to in our picture library. The search highlights the book covers, followed by the following images: 2 magazine uses; 1 blog use; 1 retail use; 1 Pinterest use (see slides 19-20.) However none show the picture library source, where you can legitimately license the image



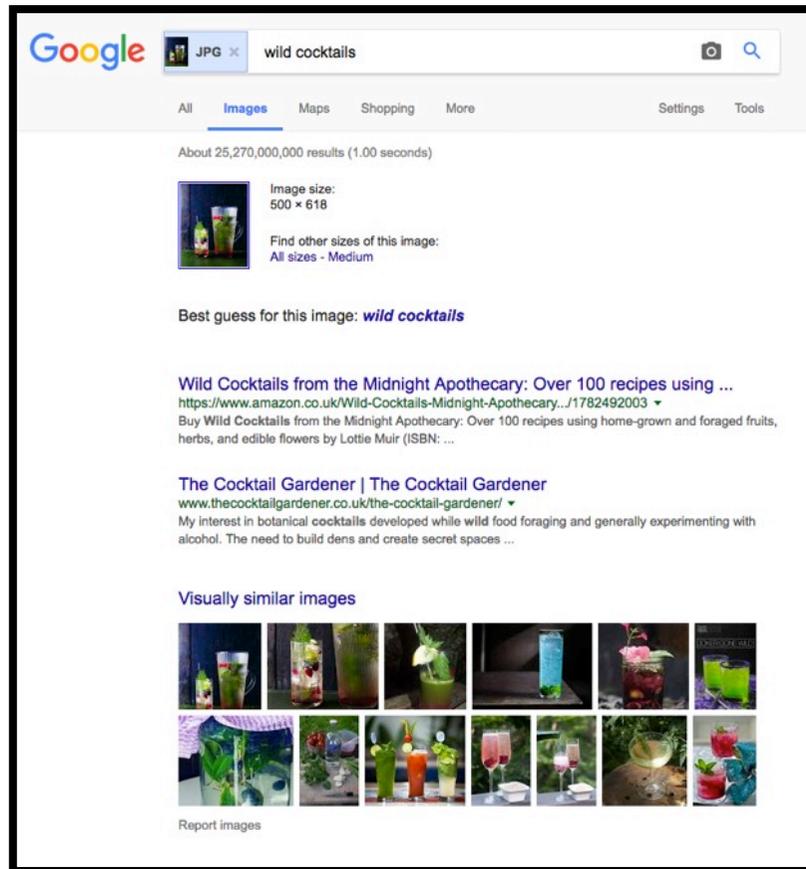
2. Google Images - Framing:

Frames the image (*above*), showing image details: tagline; web page; file size 000 x 000 (*see slide 3.*); Search by image (*see slides 4-6.*), Image title
Plus buttons: Visit page (*see slide 7.*); View image (*see slide 8.*); Share (*see slide 9.*); Related images (*see above*)

Plus footer (*with small font size*): Images may be subject to copyright | Get help | Send feedback

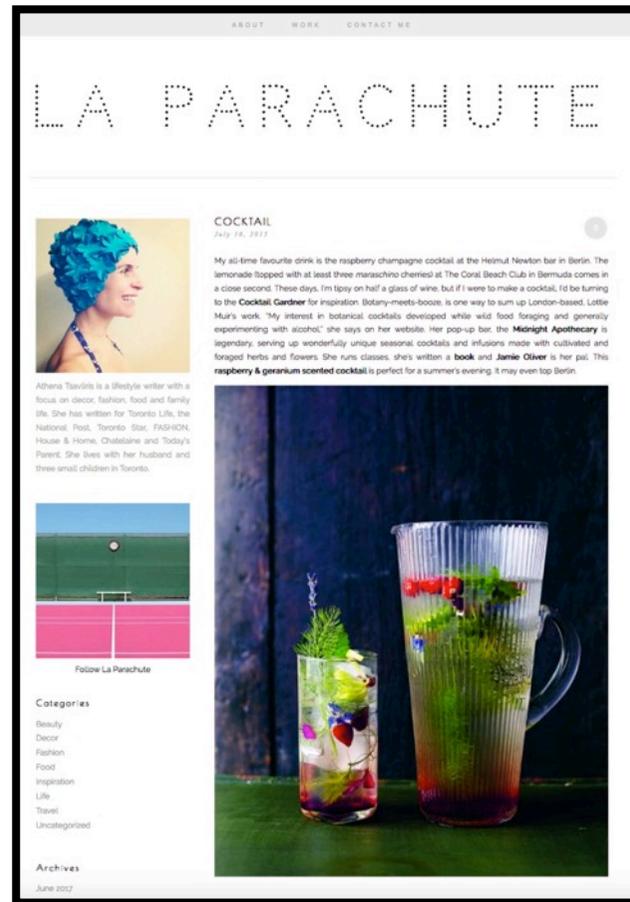


3. Google Images - **File Size**: Shows 5 examples and where they point to. The images are ranked by file size showing the largest first. Again none show the picture library or image source



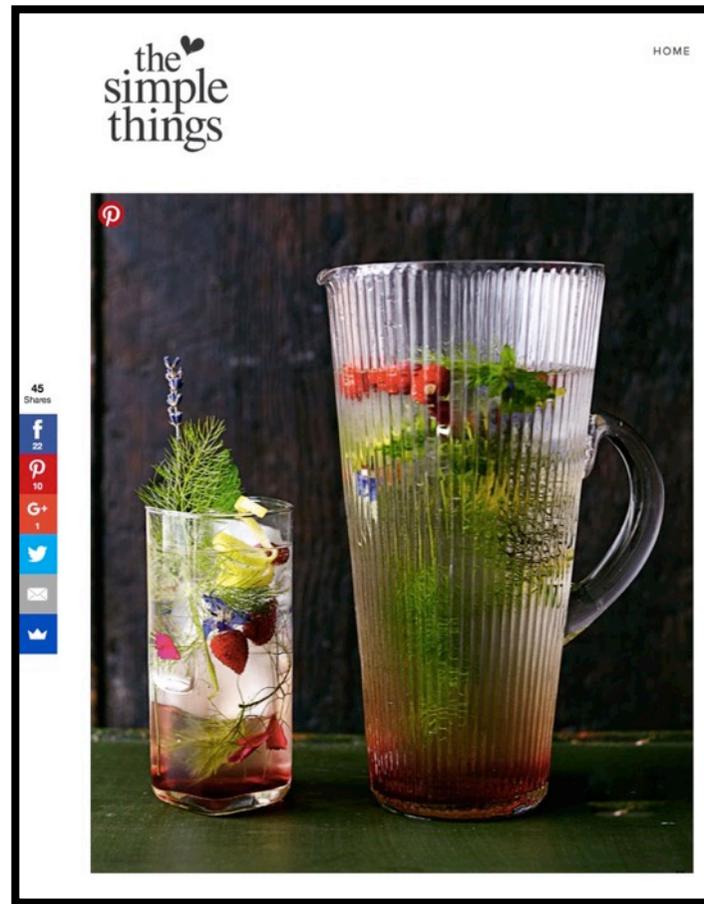
4. Google Images - **Search by Image:** Part 1 shows info, including Visually similar images

However none of these are sourced from the picture library website



6. Google Images - [Search By Image](#): Un-authorized commercial use (by La Parachute, a lifestyle writer based in Toronto, Canada)

No source mentioned



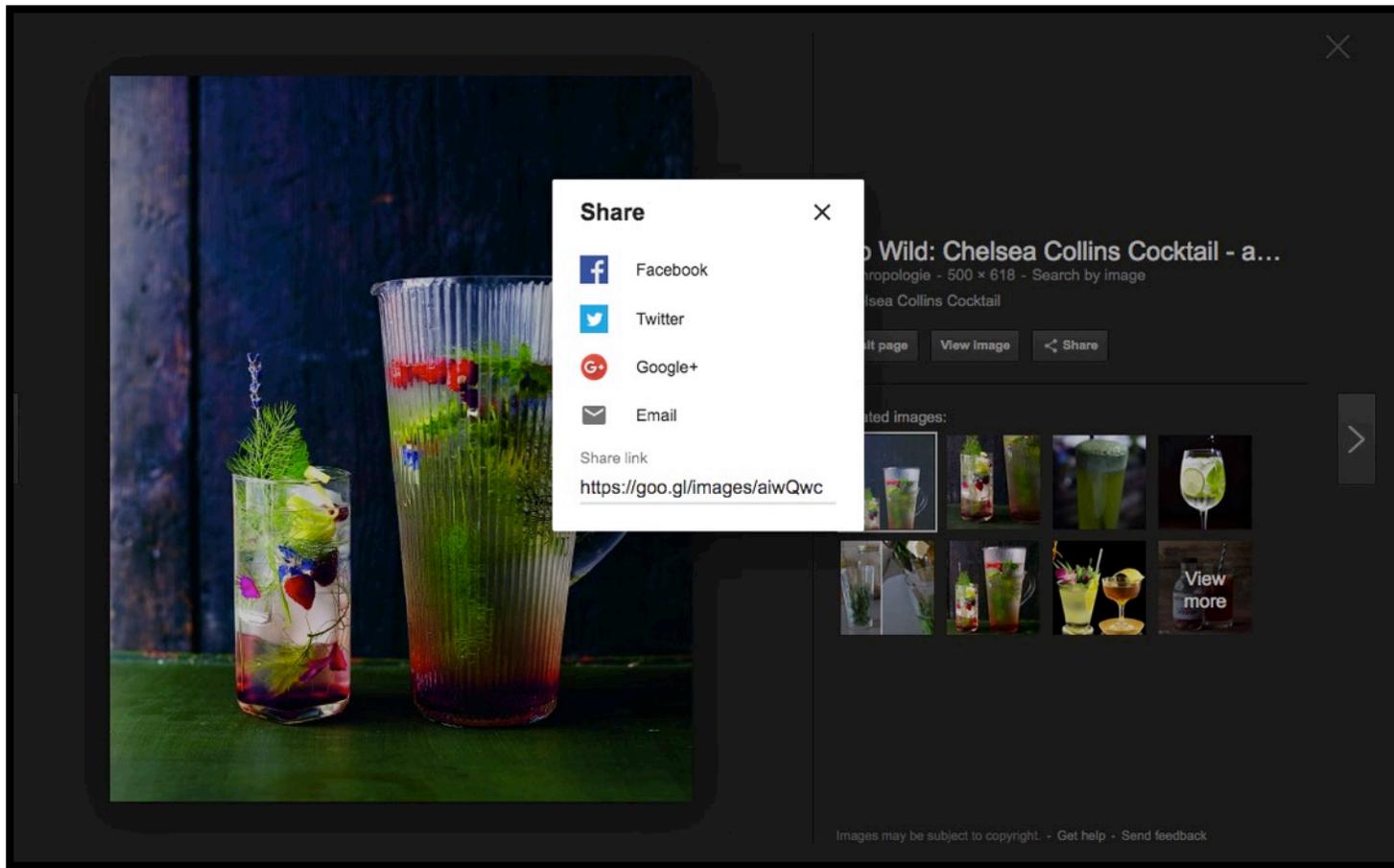
7. Google Images - [Visit Page](#):

Takes you to the magazine publisher who uploaded the image (with software removed any metadata) to a page promoting sharing:

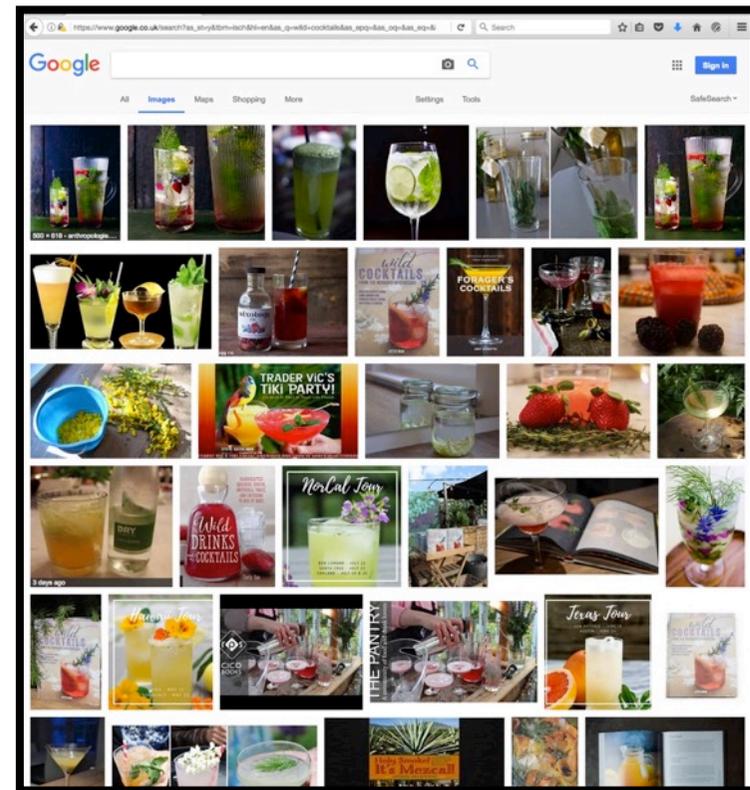
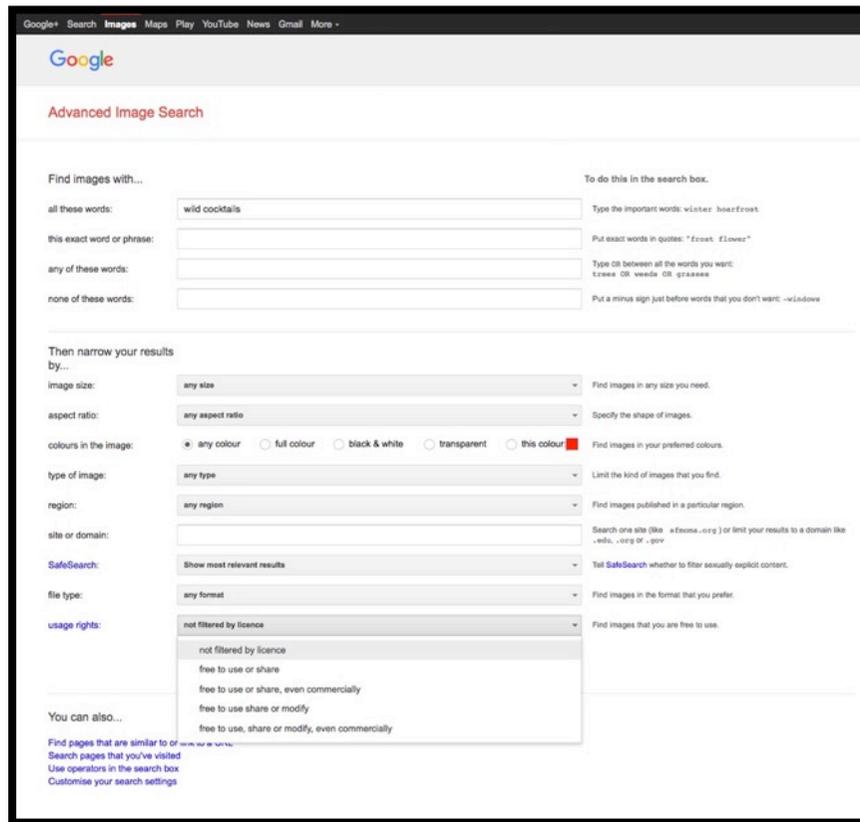
45 shares across - Facebook (22), Pinterest (10), Google+ (1), Twitter



8. Google Images - [View Image](#) (2 slides): *No copyright symbol & no links to source*
Right Click – which allows you to save image as an image large enough to print
A4 Print – the size saved allows the user to print to A4 (210mm x 297mm)
*This means anyone can use it for printed commercial use without authorisation
making it far harder for the picture library to find and enforce their copyright*



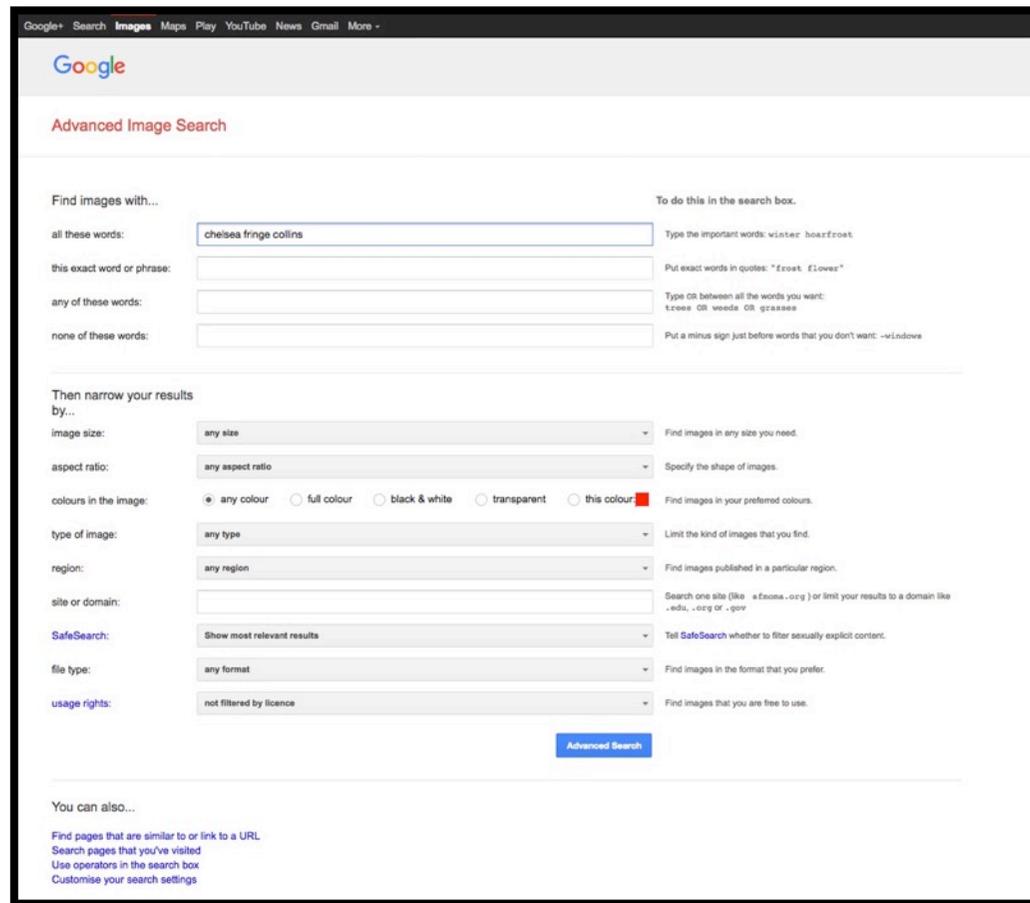
9. Google Images - **Share Button**: With social media sites, encouraging users to share either directly via social media platforms or using the link created. The share options for Facebook, Google +, “double-frames” the image in each social media platform, from which the image can be shared further. This is another example of the “framing snowball” for images.



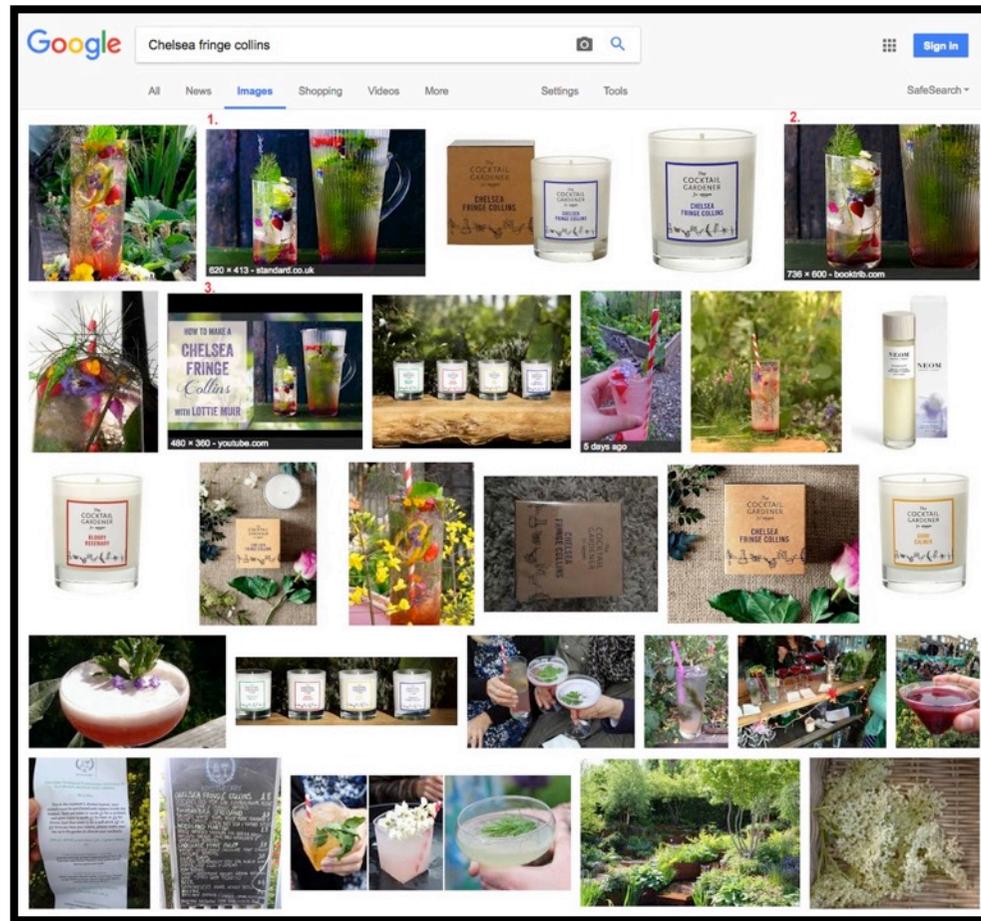
10. Google Images - [Advanced Image Search](#) (2 slides):

Using wild cocktails as a keyword then selecting “related images” shows first image is a retailer, followed by a book reviewer, then a magazine publisher

Again none show the picture library or image source



11. Google Images - [Advanced Image Search](#): Using cocktail name keyword - Chelsea Fringe Collins...

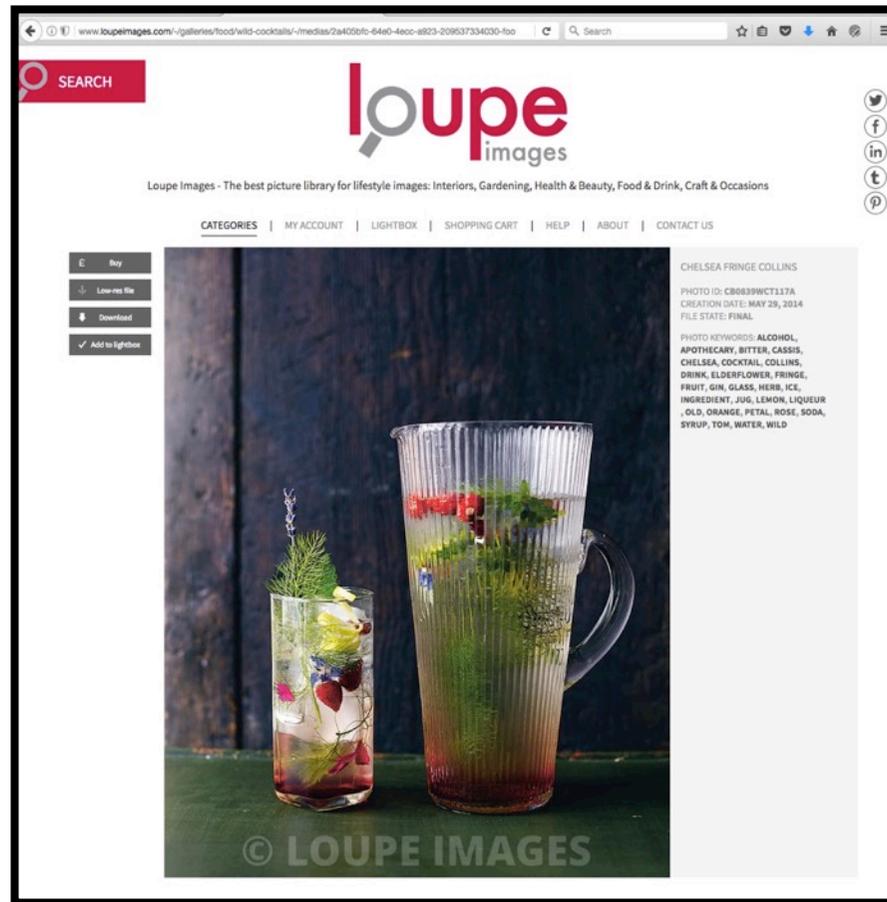


12. Google Images - [Advanced Search](#):

Using cocktail name keyword – “[Chelsea Fringe Collins](#)”, 3 locations appear:

1. ‘The Standard’ | 2. ‘BookRib’ | 3. ‘YouTube’

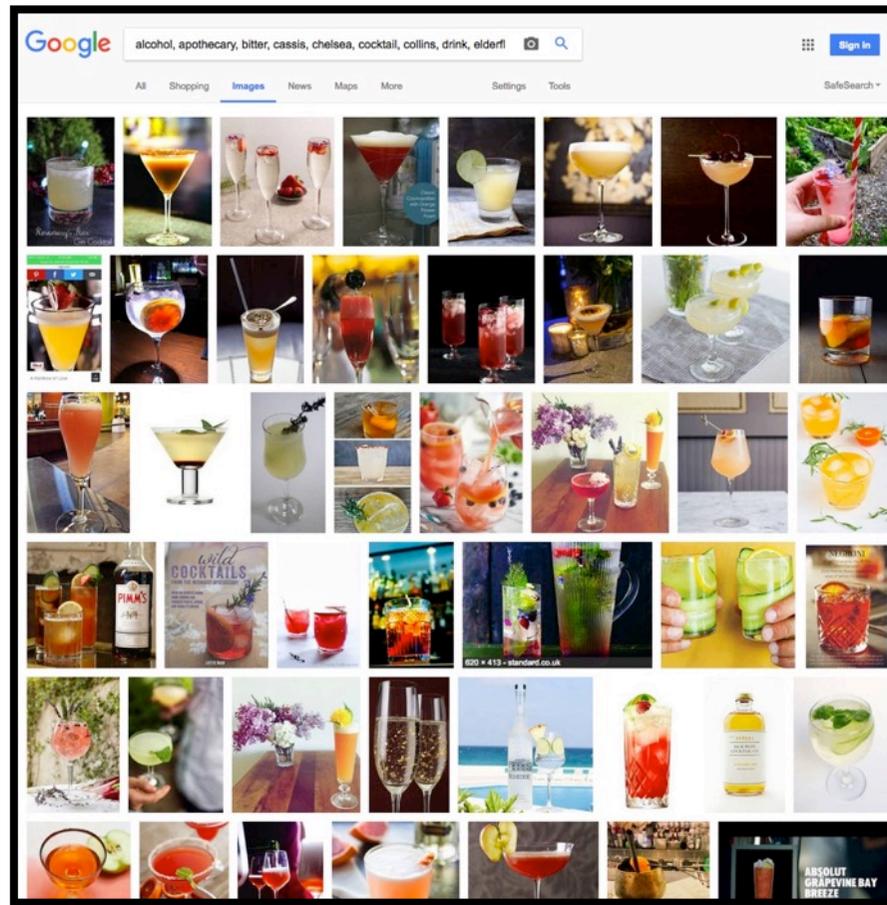
Again none show the picture library or image source



13. [Loupe Images website](#) – The image text features in the web address, on website page, and in the searchable keywords...

'Wild Cocktails', 'Chelsea Fringe Collins', 'alcohol, apothecary, bitter, cassis, chelsea, cocktail, collins, drink...'

All are embedded in the image metadata



14. Google Images - [Google Advanced Image Search](#):

[Using Image Keywords](#) - alcohol, apothecary, bitter, cassis, chelsea, cocktail, collins, drink...

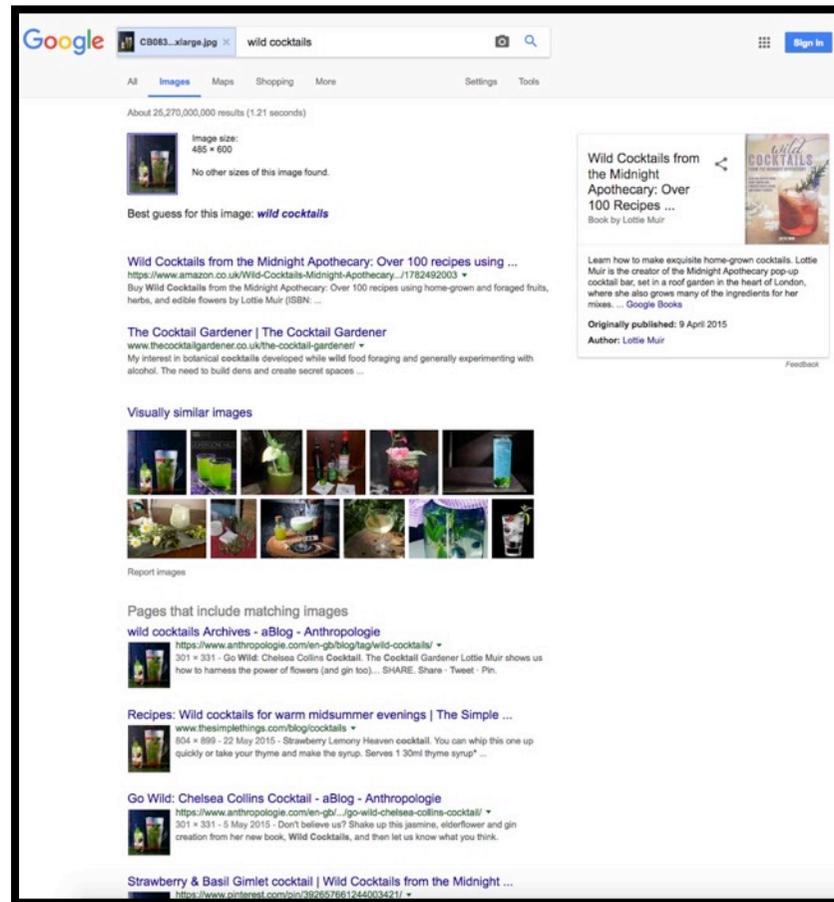
Again none show the picture library or image source



15. Loupe Images [own image](#) (CB0839WCT117A) downloaded from the website [with a watermark](#) clearly visible

Google prevents website publishers from using other means to protect their images from exploitation on Google Images. It hits them with an “Image MisMatch Penalty”¹. which results in those websites’ demotion in Google’s search results

(¹· John Heard, Search Engine News <https://www.searchengineneews.com/sample/content/googles-new-image-mismatch-penalty-explained>)



16. Google Images - Reverse Image Search:
Using original downloaded image with the watermark

Pages that include matching images

wild cocktails Archives - aBlog - Anthropologie
 <https://www.anthropologie.com/en-gb/blog/tag/wild-cocktails/> ▼
301 × 331 - Go Wild: Chelsea Collins Cocktail. The Cocktail Gardener Lottie Muir shows us how to harness the power of flowers (and gin too)... SHARE. Share · Tweet · Pin.

Recipes: Wild cocktails for warm midsummer evenings | The Simple ...
 www.thesimplethings.com/blog/cocktails ▼
804 × 899 - 22 May 2015 - Strawberry Lemony Heaven cocktail. You can whip this one up quickly or take your thyme and make the syrup. Serves 1 30ml thyme syrup* ...

Go Wild: Chelsea Collins Cocktail - aBlog - Anthropologie
 <https://www.anthropologie.com/en-gb/.../go-wild-chelsea-collins-cocktail/> ▼
301 × 331 - 5 May 2015 - Don't believe us? Shake up this jasmine, elderflower and gin creation from her new book, *Wild Cocktails*, and then let us know what you think.

Strawberry & Basil Gimlet cocktail | Wild Cocktails from the Midnight ...
 <https://www.pinterest.com/pin/392657661244003421/> ▼
236 × 292 - Strawberry & Basil Gimlet cocktail | *Wild Cocktails* from the Midnight Apothecary by Lottie Muir.

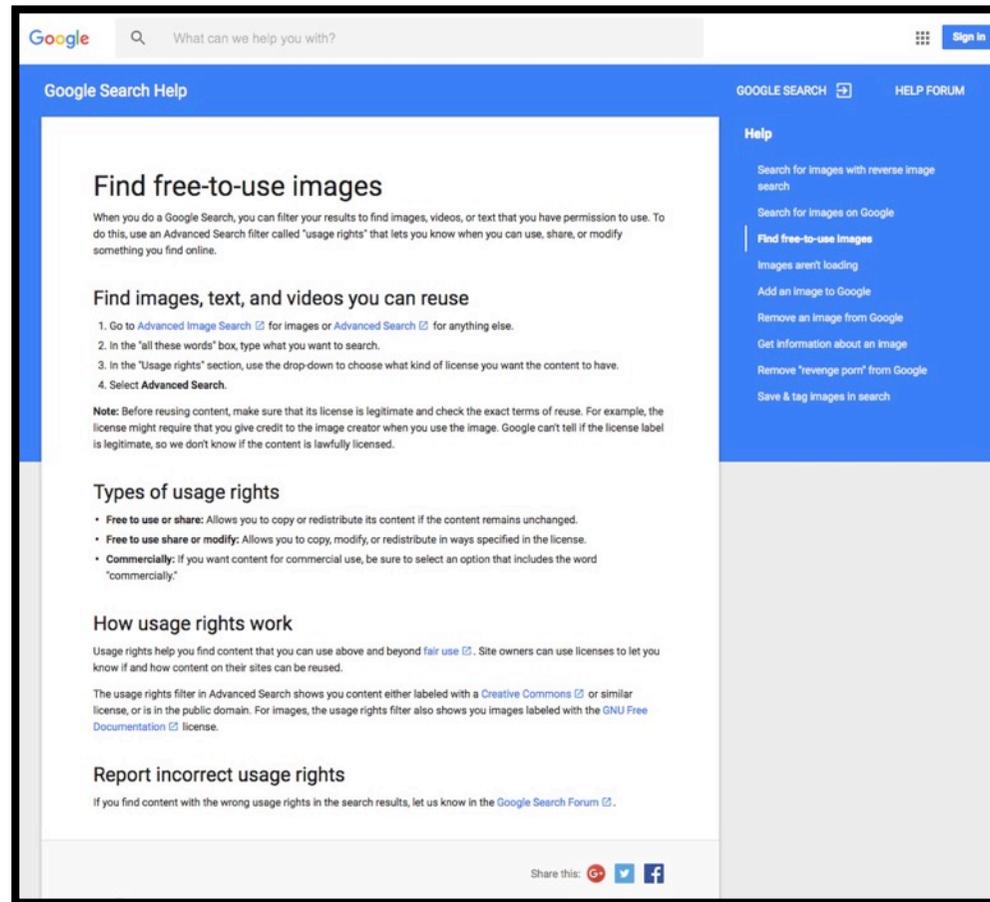
Wild Cocktail Mixology Magic from the Midnight Apothecary - BookTrib
 <https://booktrib.com/.../wild-cocktail-mixology-magic-from-the-midnight-...> ▼
736 × 600 - 12 Aug 2015 - There comes a time in every Bookish Diva's life that she wants to indulge her drunken inner sorcerer. And *Wild Cocktails* from The Midnight ...

Google >
1 2 3 Next

17. Google Images - **Reverse Image Search:**

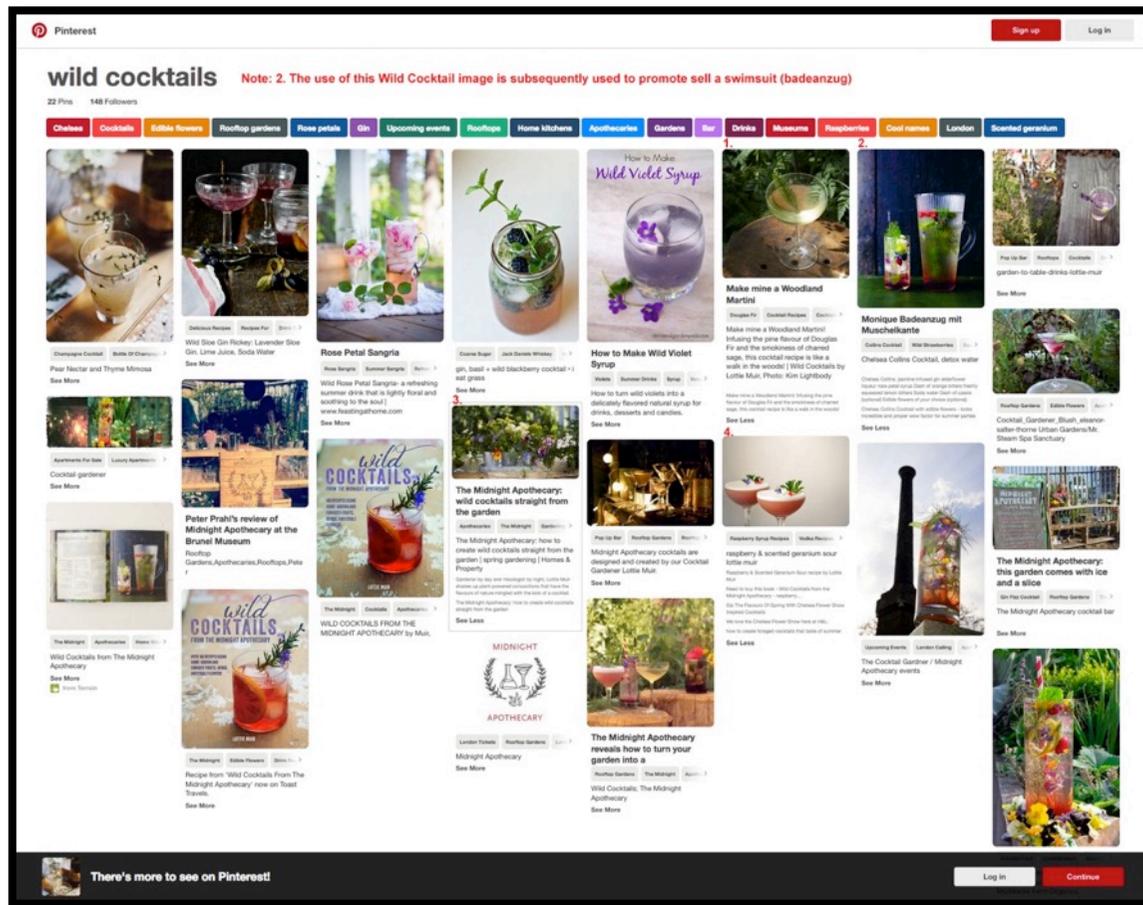
Using original image from the website, it shows *21 websites*

None include the picture library

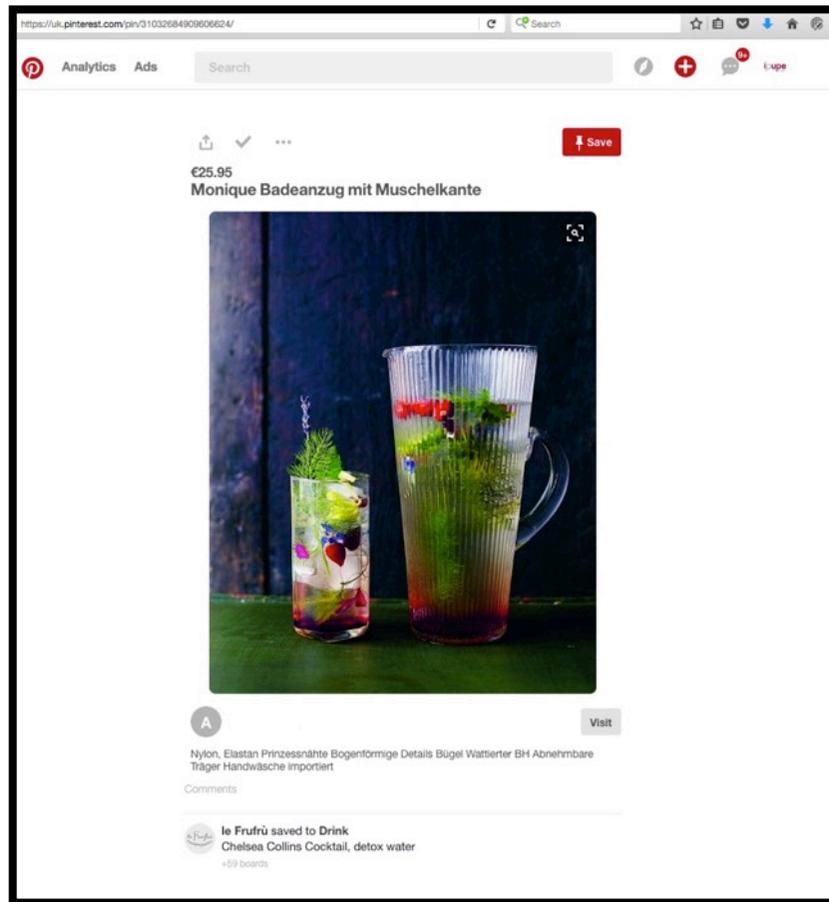


18. Google Images - [Google Search Help Page](#)

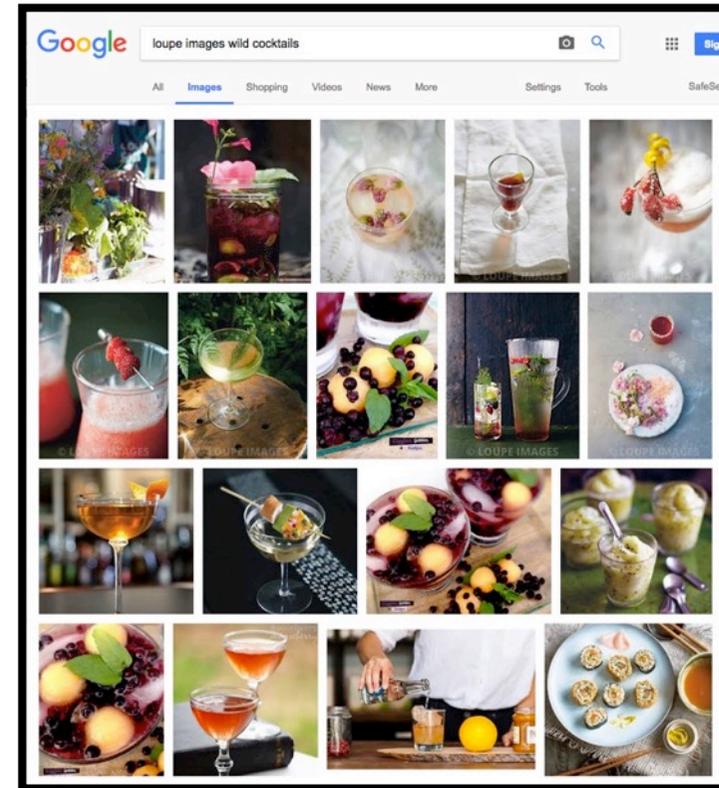
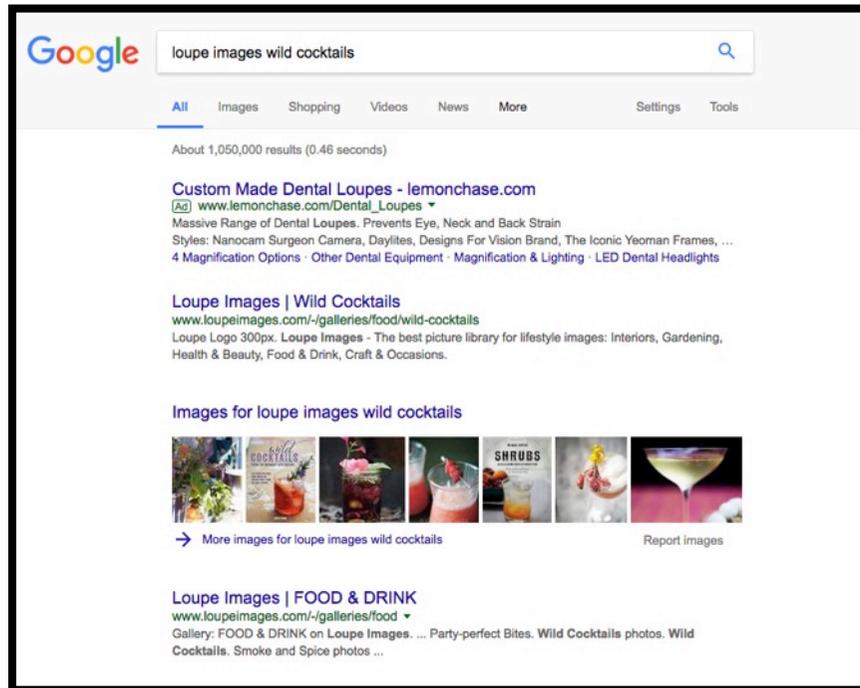
Note there are no explicit instructions on finding “*licensable images*”, such as suggesting naming the source when searching for an image



19. Social Media example from Google Images (see slide 3.) to Pinterest - see next example



20. Social Media example from Pinterest to *promote a swimsuit*
An *unrelated infringement* using keywords for a German retail product



21. Only when the keywords “*loupe images wild cocktails*” are typed into the search field do both the picture library and “*related images*” from the website appear

Result – unless a licensee knows the name of the picture library:

- Loss of licensing revenue & further investment
- Increased number of orphaned images
- Missed opportunity to educate users about copyright