



## Alamy Numbers . . .

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Figures released by Alamy early this date show what most stock photography industry observers already know — this British collection is growing at a phenomenal rate. And, with 7.6 million images now offered, Alamy is almost certainly the largest stock collection on the globe.

The company said it added 3.43 million images last year, almost 1.19 million more than the 2.25 million added in 2005. In the latest quarter alone, Alamy uploaded 950,787 images with 443,214 coming from individual photographers and 507,553 from stock distributors.

At the current rate, Alamy's online collection will surpass ten million images

during the third quarter of this year. Though there is nothing magical about that number, reaching it would certainly help Alamy achieve its stated goal of becoming a major global marketplace for stock imagery.

In another matter, Alamy announced a new blog for image contributors. The blog replaces a bi-monthly newsletter called *Contributor Source*. Though new, the blog already has an in-depth look at the company's new AlamyRank, a new search technology that creates a hierarchy of image collections based on customer activity.



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As a privately-owned company, Alamy does not provide a full financial report, including quarterly revenue and profit/loss figures. But the company does offer some sales numbers of interest to image contributors.

For example, the percentage of Alamy sales revenues coming from images supplied by individual photographers has grown steadily since the early 2004. During the first half of that year, 67 percent of Alamy revenue came from images supplied by stock distribution companies, with 33 percent coming from images supplied by freelance shooters.



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In the fourth quarter of 2006, 49 percent of revenue came from images supplied by photographers with the remainder coming from distributor-supplied images. This was a significant change from the third quarter of 2006 when 45 percent of revenue came from photographer-supplied images.



The company also reported that it continues to license considerably more rights-managed imagery than royalty-free. For the last three quarters, 71 percent of Alamy sales were rights-managed.

However, rights-managed sales accounted for just 65 percent of revenue during the most recent quarter, Alamy reported. This was largely because the average price of a rights-managed image sold by Alamy was \$161, compared to the



average price of a royalty-free image, which was \$215. Both figures were up \$2 over the previous quarter.

Alamy tends to license more rights-managed work because many of its clients are in the editorial market segment. Editorial buyers often pay less for rights-managed imagery, making it a bargain when compared to royalty-free, which offers more rights, but has a less-flexible pricing scheme.

The company reported that the average price of a commercial rights-managed license was \$332 during the most recent quarter. During the same period, the average price paid for an editorial rights-managed license was \$132.



In an article on Alamy's new blog, the company said AlamyRank benefits most individual photographers. Under the old system, the company said, all photographers were considered to be part of a single stock agency.

As a result, images by individual photographers received just 40 percent of the total image-views even though individual photographers account for 60 percent of all images on the site.

Under the new system, images from individual photographers now get 60 percent of all views.

The company has said, however, that some contributors will not benefit as much as they could because the system penalizes those who use irrelevant keywords or who upload too many similar images to the collection.

AlamyRank rates a collection by the number of sales and the number of times customers click on image thumbnails to see larger versions. These figures are then compared to the number of times images from the collection are seen by customers during the same period to determine the collection's rank. Images from highly-ranked collections appear higher in search results.



The Alamy web site is at: <http://www.alamy.com>.

To download the entire Alamy report: [click here](#) .

Alamy's contributor blog is at: <http://www.alamy.com/blog/contributor>.

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