

OUTTAKES

NEWS

Electronic Copyright Filing

The Copyright Office, which accepts CDs and DVDs of articles and photos for copyright registration, is finally offering full electronic filing. A limited number of participants beta tested the new system this summer, and once testing is complete—which should be happening now, as *The Picture Professional* is readied for press—the system will be available to the public. The advantages of online filing include a lower filing fee, faster processing time, earlier effective date of registration, online status tracking and online payment. For additional information, go to copyright.gov/eco/index.html.

Changes for Alamy

With close to 10 million images in its collection, Alamy will introduce a new search engine and new keywording structure by the end of the year, according to a June press release. These proposed changes follow the introduction last year of AlamyRank, a system based on customer activity that brings the best and most appropriately keyworded images to the top of a search. The new search engine, due in October, is to be compatible with the new developments which include future versions of AlamyRank as well as customer search activity reporting tools, greater speed and stronger relevancy.

New keywording will apply to images new to the site, but contributors with images already on alamy.com can choose to re-keyword those images to reap the benefits of the new approach. The new structure allows contributors to be comprehensive in their keywording without penalizing their AlamyRank.

How it works: the importance of the various keyword fields diminish as the fields increase in size.

AlamyMeasures, another new tool, will allow contributors to see how often their images have been viewed and clicked by customers and how they are performing against the rest of the collection.

"These projects mark the start of an exciting time for our company," said CEO James West. "Giving finer control to our contributors over how their images are seen by the search engine will, in time, improve the quality and accuracy of the customer experience."

On another note, this past May, Alamy added royalty-free imagery from GoGo Images to its offerings. GoGo is the agency launched by former Corbis senior VPs Jennifer Hurshell and Joe Barrett and includes a visually authentic lifestyle collection from around the world. It particularly targets Latin America, China and India as well as growing markets in the black and lesbian and gay populations.

Jarvis v. K2 Inc.

A recent Federal Appeals Court decision in *Jarvis v. K2 Inc.* filed by ASMP member Chase Jarvis and his attorneys (with pretrial assistance from ASMP, which also filed an amicus curiae brief for the appeal) is favorable to photographers. The court held that an advertiser who licenses photos and uses them to create a collage must continue to honor all license restrictions that come with the original photos. In particular, if the license specified a limited time to use the images, the collage also cannot be used beyond that time. A more complete discussion of this case can be found

at asmp.org/commerce/legal_article_013.php.

New Image Partners

In May, Corbis announced the addition of photographer Michel Comte to its Corbis Outline collection. Comte is an accomplished and prolific fashion, celebrity and photojournalism photographer with a career spanning nearly 30 years.

Corbis announced in June, at the Cannes International Advertising Festival in Cannes, France, that it is adding more than ten new collections partners, including Etsa, Artkey and Godong. The new rights-managed collections offer travel, automotive, culture, religion, lifestyles and more. And the added royalty free collection will enhance Corbis' lifestyle and illustration photography. All new partner collections are available now via corbis.com.

Corbis announced on July 24 a new partnership with Conde Nast to license photos from the pages of *Women's Wear Daily (WWD)*, a premier publication covering the fashion, beauty and entertainment industries. "Corbis is committed to providing creative professionals with the leading entertainment imagery, which makes the Condé Nast WWD collection a perfect addition to our offering," said Beate Chelette, senior director of photography for Entertainment, Corbis. "The Condé Nast WWD collection is known for its exclusive, unprecedented access and coverage of fashion industry events and virtually every catwalk worldwide. This partnership allows us to further enhance our entertainment image coverage. And most importantly, these are the best pictures, period."

SnapVillage

Empowered by Corbis, SnapVillage announced in June the beta opening of a new online marketplace for user-generated (microstock) photography at snapvillage.com. Highlights include: a "pick your own price" model (from \$1-\$50 with no exclusivity requirements); photographer farm club (giving top photographers the chance to move to a premium website); a fresh, smart interface and straightforward pricing; and, rich interactivity features. "SnapVillage is a major step forward for microstock with fresh, thoughtfully designed innovations that simplify and improve the experience of licensing low-cost, user-generated, royalty-free photography via the internet," said Gary Shenk, incoming chief executive officer at Corbis. "We're excited about also using SnapVillage as a farm club to find great photographers who can sell their photographs on Corbis." The website is snapvillage.com.

Keyword Kraze & Trends

In June, also from the Cannes International Advertising Festival in France, Corbis announced some of the more interesting and timely new creative keywords of 2007. Corbis' Creative Keywords program combines the latest buzz words and catch phrases with the freshest imagery to create a unique and innovative search experience for clients that is specifically tailored to different regions and cultures. Among them, the top U.S. Creative Keywords are: sporno (sports + pornography, or erotic images of athletes); mancation (male-only getaways involving sports, camping, drinking and other "guy" activities—no wives or girlfriends allowed); LOHAS (Lifestyles of Health and Sustainability, a market segment that values health, the