

Alamy Sales Figures . . .

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An interesting piece of the stock photography industry's financial puzzle was released early this week when Alamy noted almost in passing that it expects its 2007 revenues to reach more than \$28 million, an increase of at least \$4 million over the previous year.

The disclosure came at the end of a press release about growth in the company's photo collection, which officially reached ten million images with the addition of a photo by Phil Robinson of PjrFoto.com. The picture was a rights-managed image of gold and silver bullion.

After hitting the ten million image milestone, the Alamy staff in the United Kingdom and India took a break to celebrate.

The company announced it will give photographers an extra ten percent commission for sales made on the auspicious date and the image counter on the usually static Alamy home page flipped rapidly from zero to 10 million before flashing the current figure.

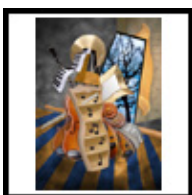
However, the most interesting questions had to do with the company's revenue projections for 2007. What does \$28 million in Alamy revenue mean within the greater stock photography industry and what does the simple act releasing revenue figures mean to participating photographers and image suppliers?

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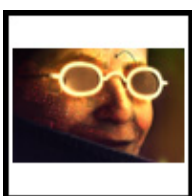
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