

## Alamy Sales Figures . . .

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*Stock Asylum Staff Report  
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For the first time this year, British stock photography distributor Alamy has reported an increase in the average price it charged for a rights-managed image.

At an average of \$159 per image license, a typical rights-managed sale during the third quarter of this year was up \$8 over the previous quarter, but still down significantly from the third quarter of 2005 when the average price reached \$182.

Royalty-free prices declined during the most recent period, Alamy said. Royalty-free sales dropped to an average of \$213 each, down \$13 from the previous quarter. It was the first quarterly decline of more than \$2 during the nine quarterly periods reported by Alamy. In the third quarter of 2004, an average royalty-free image licensed for \$171.

As in the second quarter of this year, rights-managed imagery accounted for 71 percent of all third quarter Alamy licenses. Those sales resulted in 64 percent of all licensing revenue during the third quarter, an increase of two percent over the previous period. Rights-managed has been an increasingly popular product at Alamy. During the third quarter of 2004, it accounted for just 51 percent of all Alamy licenses and 53 percent of licensing revenue.



Alamy, a privately held distributor of stock imagery, released third-quarter figures on this date. The company does not release a full financial statement that would reveal total revenue for the quarter.

Though incomplete, the released figures provide interesting insights into the sales activity of a company that has been popular with photographers.

Alamy offers one of the highest royalty percentages in the stock industry and lets photographers and other image suppliers edit their own submissions. However, the suppliers must also keyword and manage their

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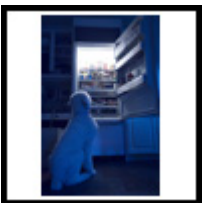
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individual collections, which is a significant cost savings for the company.



The latest figures supplied by Alamy show that the collection is growing faster than ever. During the recent quarter, photographers submitted 371,741 rights-managed images and 95,009 royalty free images. Stock distributors submitted 234,914 rights-managed images and 243,386 royalty-free images.

Overall, 945,050 images were uploaded to the Alamy web site last quarter, compared to 711,939 images the previous quarter. During the third quarter of 2004, Alamy said 397,691 images were uploaded. Alamy now offers some 6.83 million images online from about 6,800 photographers and 383 companies.

Such rapidly increasing numbers can lead to a kind of dilution, which has concerned many contributors who worry their images will get lost among the large numbers. However, the numbers also can attract new image buyers who want to see many images.

Alamy has been testing a new search engine that should move images from the most popular collections to the top of search orders. With this approach, Alamy hopes to encourage suppliers to upload their best imagery.



Other figures provided by Alamy show the company continues to license significantly more imagery to editorial clients. Seventy-two percent of revenue for the latest quarter came from editorial sales, an increase of one percent over the previous quarter.

Alamy said the average price of an editorial rights-managed license came to \$133 during the third quarter while the average commercial rights-managed sale was \$357.

The company said 2,667 photographers and 180 distributors submitted imagery during the latest period.



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

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