

Microstock News & Views

Monday, June 9, 2008

Alamy Goes Micro

On June 5th [Alamy announced](#) the introduction of "Limited Use". "Limited Use" covers both the RF and the RM license and "is the first initiative released under the [Novel Use scheme](#)" and will be launched in the coming weeks for the UK. As the name says the license for this model is limited to specific areas: Blogs, social networking and education. It will not cover advertisement, promotion, corporate sites and educational publishing.

Size and price

Size	File size	Resolution	Price
XS	0.4 MB	Web 450 x 300 px (16 x 11 cm @ 72 dpi)	£0.60
S	1.4 MB	Electronic media 689 x 462 px (25 x 17 cm @ 72 dpi)	£1.20
M	5.5 MB	A6 print out 1142 x 1688 px (20 x 29 cm @ 150 dpi)	£1.80

With the introduction of this new license James West (CEO of Alamy) emphasized that "Limited Use" is directed at a new market, where Alamy currently does not sell images.

Contributor's reactions are mixed. A lot of Alamy's photographers are strictly against microstock and do not want to sell their images for such a low price. "Limited Use" is under the Novel Use Scheme" where photographers can opt in any time, but can only opt out every April.

Feel free to send me Press Releases or other news related information about microstock.

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