



NEWS

Alamy cutting royalties to fund US sales office

By Brent Phelps September 26, 2008

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Alamy, one of the world's largest stock photography libraries, has announced that it will open a US sales office in early 2009 in order to pursue high volume large accounts in the US. The UK based company has had its eye on the US market for some time and has been storing and serving images from the US Since late 2005 for increased website performance. In addition the company has announced that it plans to reduce the royalty percentage to contributors by 5% in order to fund the cost

of expansion. The company currently pays an average of 60-70% in royalties to photographers who met the announcement with luke-warm enthusiasm. "I would have thought the money would have come from previous sales and investments, not by cutting the percentage that current contributors receive?" states contributing photographer Bruce Percy on the Alamy blog. The company has set a lofty goal of growing its US business in the Highly competitive US market by 30 to 40 per cent a year. Alamy's CEO James West has also stated plans to relocate to America with his family for six months next year to oversee operations and learn more about the market. West explains "We feel there are great opportunities to increase our business in the US and make more money for our contributors by setting up an office there. We cannot sustain such an expansion through our current commission structure but believe that whatever our contributors may lose in commission revenue will be more than made up for through a substantial increase in sales."

Web: www.Alamy.com - [Blog post and video](#) by Alamy CEO James West.

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