

BOOK PEOPLE

THE BUSINESS OF PUBLISHING

PUBLISHING RECRUITMENT SPECIALISTS

www.inspiredselection.co.uk

Oxford (01865) 292030

London (020) 7953 4060

HOME News Vacancies Links To subscribe Advertising Contact us

Summer 2003

QUICK LINKS:

This site -

[News](#)

[Current vacancies](#)

[Agencies](#)

[Training](#)

[Archive news & features](#)


[Publishing links](#)

[Other sites -](#)

[Books](#)

[BTBS](#)

+44 (0)20 7478 4000




POSITION TO FILL?

The only publication aimed solely at the book and journal publishing community, Book People is the perfect place to advertise publishing vacancies.

[CHECK OUR AD RATES](#)

Picture library feature

- [Introduction](#)
- [Online stock photography - the search is on \(Alamy\)](#)
- [Managing change \(Robert Harding\)](#)
- [Royalty Free \(Cadmium\)](#)
- [Mary Evans approaching 40](#)
- [One fee fits all \(Photobyte\)](#)
- [Watch out for wildlife \(Ardea\)](#)
- [British Association of Picture Libraries and Agencies](#)

[PLUS – LINKS TO OVER 60 PL WEBSITES](#)

Many more features in our [NEWS ARCHIVES](#)

[CLICK FOR PRINT ON DEMAND FEATURE](#)

INTRODUCTION

(from July 03 issue)

SPOILT FOR CHOICE



OLYMPIA

March 14-16 2004

Click logo for facts and figures on 2003 & 2002



Cartoons tailor-made for books, sensible@screaming.net



BOOK PEOPLE's latest Audit Bureau of Circulations certificate confirmed an average circulation per issue for the year to 31st December 2002 of **5707!** - **UP 6%**

Finding the right image is getting easier. The range of images available is unprecedented and finding them takes less time, thanks to the internet and improved search engines.

It is no easy task to find the perfect image and there are now even more ways to acquire pictures. In this feature we hear about 'royalty free' image providers, as well as more conventional image licensing. Apart from the royalty issue, we are faced with an incredible array of choice, ranging from hundreds of specialist libraries to general libraries that seem to carry images on everything. We start with some sound advice from James West of Alamy on how to track down the images you need.

ONLINE STOCK PHOTOGRAPHY - THE SEARCH IS ON

In recent years, the stock photography marketplace has evolved to the extent that you can now get hold of almost anything - from ancient, rare archival imagery through to contemporary commercial shots that look as good as commissioned photography.



alamy.com

However, for those new to working with stock libraries, finding the right image can be a daunting task. Knowing the best places to look is a good start. There is a plethora of stock photography agencies, from the enormous all-things-to-all-men agencies to the niche specialists, so you can waste much time in the hunt for the "right one" before you've even started looking for that eye-catching cover image. BAPLA, the UK trade association for picture libraries, offers a useful starting point for finding suitable providers.

Once you've found the right agency for your needs, the next step is to search their stock for suitable images. Most agencies now offer online searches, the convenience of a 24/7 service and the ability to browse and compare thousands of images quickly. Of course the flip-side of this is that if you don't know how to search, you could drown in the volume of results returned by the search engine. Taking time to understand how the search engine works could save you hours in front of a screen.

Online search engines rely on the information stored with each image, typically in the form of keywords, a caption, and perhaps a more detailed description. Depending on the search engine, you can search for images that contain a certain word, a phrase, or perhaps a series of words in any particular order. Most online search engines retrieve thousands of images, so unless you want to be inundated, you'll need to narrow down the results using a boolean search, say, which enables you to tailor your search with options such as 'and', 'or', 'not' etc. For example, searching on 'dog not bone' will give no images of bones, just dogs, 'dog and bone' will give both, 'dog or cat' will throw up images of dogs or cats or both.

Alternatively, if you are searching for something specific, try placing the search terms in inverted commas to eliminate irrelevant results. Searching for red ball may return a picture of someone carrying a football onto a London bus, whereas 'red ball' should return pictures containing a red ball.

The features offered by search engines vary across the industry, but the good news is that most agencies tend to tweak and improve their systems on an ongoing basis, in response to customer feedback. A good agency will provide detailed online advice with examples.

So while it might look like a jungle, in reality, searching for the right stock photography is a straightforward process and you can achieve stunning results. If you still have problems just pick up the phone - most picture libraries have excellent, experienced staff, accustomed to helping with picture searches, who should be able to guide you through the process. Good luck!

James West is CEO of Alamy Images (www.alamy.com). To request a catalogue, call 01235 844 600 or email sales@alamy.com.

[TOP](#)

MANAGING CHANGE

Photographer Robert Harding founded the Robert Harding Picture Library in 1972. Since then the library has built a prestigious reputation in the stock image industry, and its files now contain well over 1,000,000 images. RHPL represents over 600 photographers as well as images and catalogues from international agencies.



The establishment of Creative Resource in 1996 brought RHPL into the royalty free field. RHPL represents Digital Vision and PhotoAlto. As Robert Harding puts it, "We are a hybrid library with two definite sides to the business, and I see royalty free becoming more significant as the standards continue to rise. Producers are investing in superb product, with their own studios, art directors and an improved creative approach. It means that prices are going up but the results are virtually as good as rights managed images."

The main library, meanwhile, continues to be updated regularly with imagery of Travel, Geography, Culture and the Natural World from over 220 countries. It has been dubbed World Imagery because of its comprehensive, encyclopaedic coverage of the planet. Robert Harding again: "We already have over 60,000 of our stock images on the website. And we're adding thousands more each month. Remember though, you're only seeing the tip of the iceberg, so for this and many other reasons, we encourage our clients to talk to us. We have a strong tradition of customer service and welcome telephone contact, unlike many websites.

"Technology has totally revolutionised our business. The old order of doing business has changed. Converting a library like ours to digital takes considerable time and investment. It is something we are committed to. Many of our book publishing clients are still happy to work with transparencies, but we realise this won't last. We will search on behalf of our clients conventionally or digitally and when scanning is required, this is also provided free of charge."

Regarding book publishing, Robert Harding continued, "We are able to market digital material on behalf of UK book publishers and we are very keen to forge links with any publishers wishing to make better use of their own digital material. Book publishers represent nearly half of our business and we are always happy to help out on pricing where arrangements can be put in place for bulk use."

For more information visit: www.robertharding.com

[TOP](#)

ROYALTY FREE

To those new to royalty free stock photography it is a way of purchasing images, illustration and now even footage and music and having something that can be used whenever and wherever you like, repeatedly, at no extra cost. In essence you pay a one-off price for an image that you own the licence to.



Royalty free stock first started to emerge around 10 years ago with the first real commercial library coming from Seattle-based PhotoDisc. It has evolved into a market that no longer produces badly-scanned, poor quality shots with poses straight from an early mail-order catalogue. The shots are no longer just for the business industry. As the RF market has grown, so has the variety and quality, with lifestyle and other visually stunning images greatly outstripping the proliferation of hand-shaking over a busy meeting table.

Images now range from beautifully captured wildlife shots to computer-generated layered artwork, which flexibility means that the work produced from one image is infinite. Images are photographed by professionals for professionals.

As a rule the images come in three sizes: Comp and Web usage - 600k -1Mb at 72dpi, A5 size - 10-12 Mb at 300 dpi and A4 size - 20-32Mb at 300dpi, with a CD containing at least two of these. The major publishers are now also supplying larger files of anything from 50-100 Mb, allowing greater flexibility with regards to use and implementation. Post-production values have also risen with vibrant colours replacing the dull predecessors. Images are now cropped and designed to allow designers to achieve an image with minimal editing and fuss.

Cadmium's involvement with royalty free started 10 years ago when they were the first company to promote and sell royalty free images in the UK. The company started with just four libraries – PhotoDisc, part of the Getty collection, and Digital Stock which is now part of Corbis. Over the years Cadmium has become the major supplier in the industry, expanding its portfolio to include all the major royalty free libraries as well as some exclusive collections working directly with the photographers.

To find out more about Cadmium and royalty free stock photography, visit their website at www.cadmium.co.uk

[TOP](#)

MARY EVANS APPROACHING 40

Mary Evans Picture Library, one of the founder members of BAPLA, has been supplying historical pictures for almost four decades, and will celebrate its 40th anniversary in 2004.



The return of the sun in the Arctic regions during the voyage of Ross to find Franklin in 1848; the crew leave their ships, Enterprise and Investigator, to enjoy the full effect. Unattributed engraving.

Built up as a collection of books, prints, photographs, engravings, postcards, ephemera – history in the making if you will - the library now occupies a rare position in the picture business: a collection-based commercial archive, each image chosen for what it reveals about how we lived, worked and played.

The researchers at Mary Evans Picture Library are all graduates of history or related subjects and know the collection well. The library encourages clients to use its researchers' knowledge and experience when searching.

One of the main advantages of a specialist image source is expertise and back-up for in-depth

research from a collection put together in an intelligent and passionate way. A friendly and knowledgeable researcher-based service is combined with up-to-date technology. Whether by traditional transparencies or high resolution scans, image search by researcher or via digital database, the library can help the image buyer get the best results. There are over 125,000 pictures on the Mary Evans website.

Mary Evans Picture Library, 59 Tranquil Vale, London SE3 0BS, UK. Tel: +44 (0)20 8318 0034; Fax: +44 (0)20 8852 7211; e-mail pictures@mepl.co.uk or visit the website www.mepl.co.uk

[TOP](#)

ONE FEE FITS ALL

Online travel image library, www.photobyte.co.uk, has been set up to take the frustration out of sourcing and buying images. Purchasing a licence to use an image from Photobyte Image Library couldn't be easier – there are no lengthy questionnaires or negotiations - just one fixed and reasonable fee.



The copyright laws are complex and difficult. Photobyte established that the users of images found the process of negotiating fees extremely complex and time-consuming. So came up with a system to simplify matters – one fixed fee for the use of an image, however or wherever.

www.photobyte.co.uk features Fran Black's portfolio of travel photography. Black, a professional photographer, has been documenting her travels with a sympathetic lens for nearly 20 years. Her philosophy is to capture the real spirit of a place; its people, culture and architecture. Whether India, Marrakech, Vietnam, Guatemala or any of the other areas covered, a wide choice of images is available.

The entire collection of images is online, and can be viewed without relying on the correct search criteria to be entered into a database to make the selection, or for someone else to interpret your request.

This should prove particularly attractive to book publishers whose two main complaints are tight budgets, and even tighter deadlines. www.photobyte.co.uk bypasses both of these problems by simplifying fees, and offering an online travel picture library that can be viewed in its entirety, and ordered from, 24 hours a day, seven days a week. m

[TOP](#)

[CLICK FOR PRINT ON DEMAND
FEATURE](#)

WATCH OUT FOR WILDLIFE

Ardea is a specialist wildlife, pet and environmental photo library that has been established for over 25 years, and holds the images from over 150 photographers living and working all over the world. Many are full-time professional photographers; others are professional naturalists who spend much of their working life in the field.



In addition to the library's core collection of mammals, birds, plants, insects and other creepy-crawlies, fish, reptiles, amphibians, pets and underwater life, Ardea also stocks scenic images from around the world illustrating the habitats within which the creatures are found, from impressive aerial shots of Australia to the barren tundra of Siberia.

Later this summer Ardea will be launching its fully searchable website, enabling picture researchers to search online for images, create lightboxes, source low resolution images for lay-out purposes and download high resolution images for final use. The site will offer in excess of 10,000 images, which will be added to on a regular basis. A team of friendly and knowledgeable researchers are available to search the entire transparency collection if required.

For more information visit: www.ardea.co.uk.

[TOP](#)

ALL ABOUT BAPLA

Everything you need to know about finding, buying and selling images

The British Association of Picture Libraries and Agencies (BAPLA) was established in 1975 and with 400 members is the largest of its kind in the world. BAPLA is a not-for-profit organisation whose remit is to promote and safeguard the interests of the picture library industry.

Members range from small specialist libraries, sole trading photographers, to the large international libraries, galleries and museums, publishers and broadcasters. All members sign a professional code of conduct.

BAPLA offers a free telephone and online referral service to help picture researchers locate the best source of imagery and also produces a printed Directory of Members, which is available to purchase for £20. BAPLA recently published the Pricing Trends Survey, which is a historical survey of its members pricing trends for 2001. The survey covers all areas of fee negotiation, including the book publishing sector, and can be purchased for £350

BAPLA also runs a series of industry related seminars. Forthcoming events include a Rights Seminar which will cover legislation, including copyright and clearing secondary rights, as well as the fee negotiation process.

The BAPLA Picture Buyers' Fair is now an annual event, where researchers and buyers of images can visit over 150 picture libraries and agencies under one roof. The Picture Buyers' Fair will next take place on May 12-13 2004, at the Business Design Centre, London.

Register at the BAPLA website and receive industry news and event updates by e-mail.

For more information about BAPLA visit www.bapla.org or tel: 020 7713 1780.

[TOP](#)

[TOP](#)

[TOP](#)

© Book People 2003

Website developed and maintained by Rigden Thorne. info@rigdenthorne.com

