

The Framing snowball

Is there a future...?

Alfonso Gutiérrez

- ✓ **I'm a Chemist (not a lawyer).**
- ✓ **Photographer since very young.**
- ✓ **CEO of the photo agency **agefotostock** with offices in different countries.**
- ✓ **Now the President of **CEPIC** representing here the **Photo Libraries Industry**.**
- ✓ **An industry composed of small, medium and large companies and hundreds of thousands of individual photographers, just like me...**



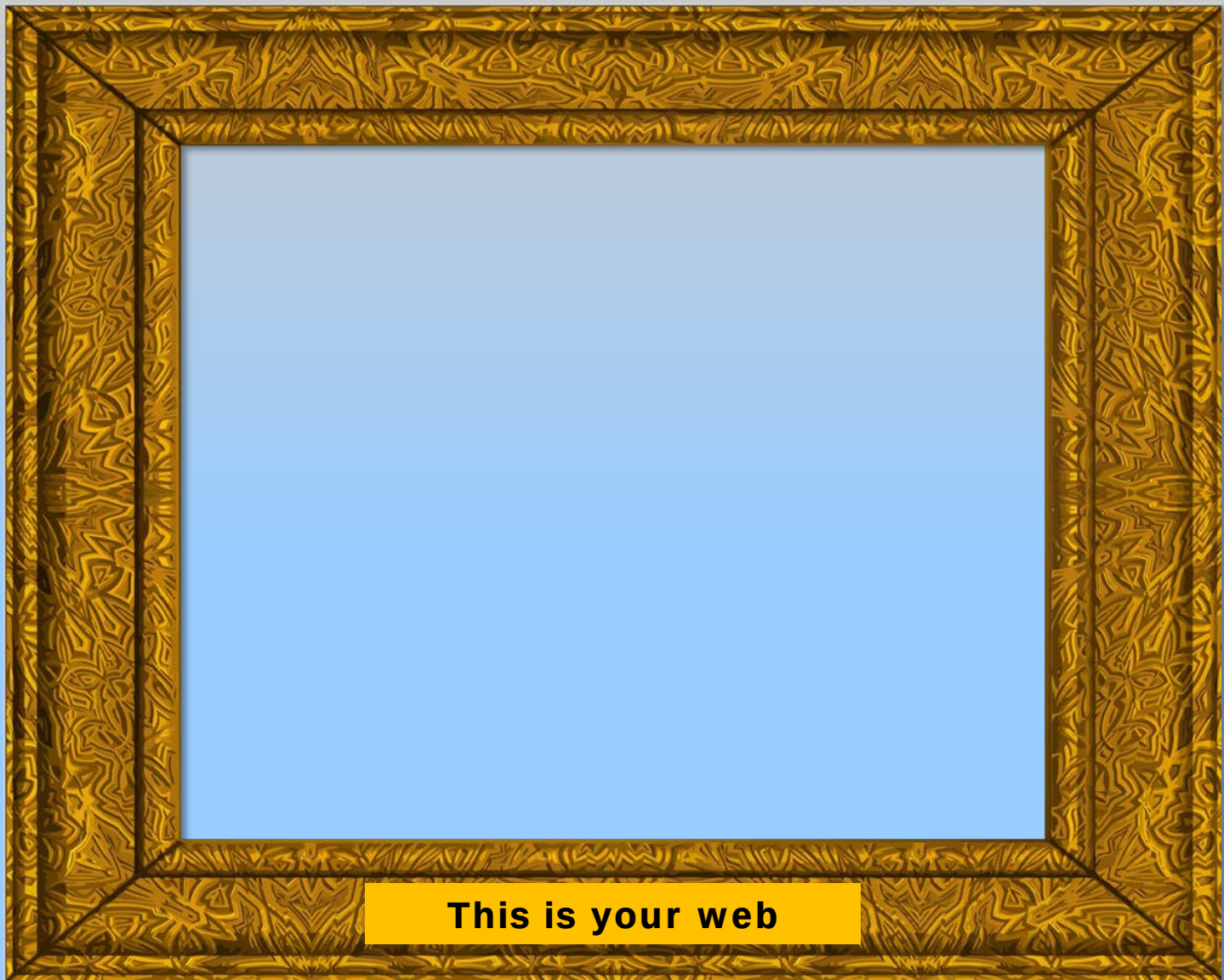
28/02/2017

The wages of hunger

2

Hotlinking (Framing)

A term used in the Internet referring to the practice of displaying an image on a website by linking to the same image on another website





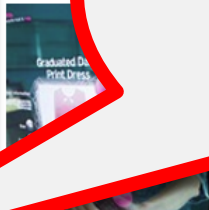
This is my picture



-It's all this about "framing" as inoffensive as it seems, or it is something more complex affecting the income of photographers and authors?

-Let's analyze an example, the sad destiny of what seems a very commercial image

The image had the fatalism of selling 4 times

			
Image Code:  L20-1825920	Image Code:  B20-1452807	Image Code:  L20-1825903	Image Code:  L20-2137857
Times Sold: 1	Times Sold: 4	Times Sold: 5	Times Sold: 1
Money: 780.30	Money: 775.73	Money: 753.28	Money: 741.08
Average Price: 780.30	Average Price: 193.93	Average Price: 150.66	Average Price: 741.08
Photog. Name: Javier Larrea	Photog. Name: Javier Larrea	Photog. Name: Javier Larrea	Photog. Name: Javier Larrea

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    urban-environmental-health-
    urban-environmental-health-
    
  </a>
</div>
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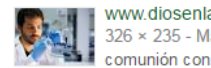


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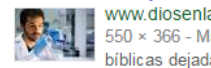
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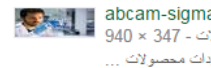
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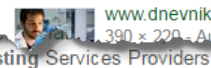
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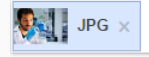
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- ✓ **The future is by definition visual as is the Internet.**
- ✓ **Visual technology is used, among other things, to capture unlicensed uses and monetize some, but sadly not all.**
- ✓ **CEPIC is making its voice heard heavily on EU instances about framing.**
- ✓ **Future is promising and visual technology essential to develop, optimize and simplify photography but implementation for a large portion of smms agencies is complex if not prohibitive.**
- ✓ **test annotators**

- ✓ **How is possible that my images have been so widely used and I have not seen these “sales” reported?, authors say to us.**
- ✓ **CEPIC does endorse the “right of information”, but not at the expense of using visual content without asking and, worse, no compensation for the uses.**
- ✓ **All this is killing professional photography as we know it, authors can´t live out of the images they produce anymore.**
- ✓ **If no solution will be found soon photographers will be condemned to...**

the wages of hunger

Brussels, 28th of February 2017