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Royalty-Free Versus Rights-Managed Licensing

Licensing can fall under two main categories: royalty-free or rights-managed. Each provides its own benefits and negatives. Royalty-free licensing looks appealing at first but can turn out to be bad (Using Stock Photography 1). Users of the image will have almost free reign over its use (Get Answers 1). Designers may easily choose the same image and cause marketing conflicts (Using Stock Photography 1). The image being licensed may also get overexposed and forgotten (Using Stock Photography 1). This happened to George Chen (Using Stock Photography 1). A few advertisers saw his picture and thought it would bring to mind twenties trendiness (Using Stock Photography 1). His picture was overused and eventually overlooked (Using Stock Photography 1). Royalty-free publishers use keywords that help other content creators find their work (Using Stock Photography 1). Advertisers looking for the same themes will find the same images, so they will be frequently used (Using Stock Photography 1). Any mistakes made by advertisers using the image will be publically known and the picture can become associated with that error the advertisers made (Using Stock Photography 1). Although there are some benefits to royalty-free licensing. The creator's work can become easily recognized and draw attention to other works made by the original creator. Another designer can buy and use the picture for one flat cost (Royalty-Free 1). However, the American Society of Media Photographers says, "The best way to obtain a memorable and unique picture is to assign a good photographer

to shoot some custom work” (Using Stock Photography 1). This method is sometimes unable to be used because of budget restraints (Using Stock Photography 1). The middle ground between royalty-free and hiring a photographer is rights-managed licensing (Using Stock Photography 1). Rights-managed licensing requires the buyer to buy the image for a limited amount of time (Using Stock Photography 1). It is cheaper for the advertiser and the photographer can spread the cost over multiple licenses (Using Stock Photography 1). The buyer doesn’t have to worry about anyone else using that image in their branding or advertisement (Using Stock Photography 1). A negative to rights-managed licensing is that it is hard to change marketing plans quickly (Using Stock Photography 1). It is easier to reform plans with royalty-free images because advertisers can find a new image for a low cost (Using Stock Photography 1). Overall licensing is a way for content creators to get money and protect the integrity of their work (Using Stock Photography 1). Royalty-free licensing allows fast dispersion for low security and rights-managed licensing enables more security of an image but for a higher price (Using Stock Photography 1).

Works Cited

- "Get Answers." *Legally Download and Use Stock Photos Online*. N.p., 18 May 2010. Web. 08 Apr. 2016. <<http://stockphotolicense.com/faq/>>.
- "Royalty-Free vs. Stock Photos: Differences and Benefits." *Visible Logic*. N.p., n.d. Web. 8 Apr. 2016. <<http://www.visiblelogic.com/blog/2010/02/royalty-free-vs-stock-photos-differences-and-benefits/>>.
- "Using Stock Photography." *American Society of Media Photographers*. N.p., n.d. Web. 08 Apr. 2016. <<https://asmp.org/articles/rights-managed-stock-vs-royalty-free-stock.html#.Vwc02GOYdE5>>.