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...
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
28/02/2017 The wages of hunger

This is my picture
This is my picture in your web
-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
40 pages (391) unlicensed uses therefore substantial revenue lost by authors and rightholders
¡VER PARA CREER! Prometen para el 2015 el primer laboratorio de ADN del país

and so on...

“Para el año que viene tenemos pensado inaugurar el primer laboratorio de ADN en el país. Serán dos uno en Guaranas y otro en Barinas”, sostuvo durante la transmisión del programa radial "Defensa y Seguridad" en RNV.
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