

# The Framing snowball

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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

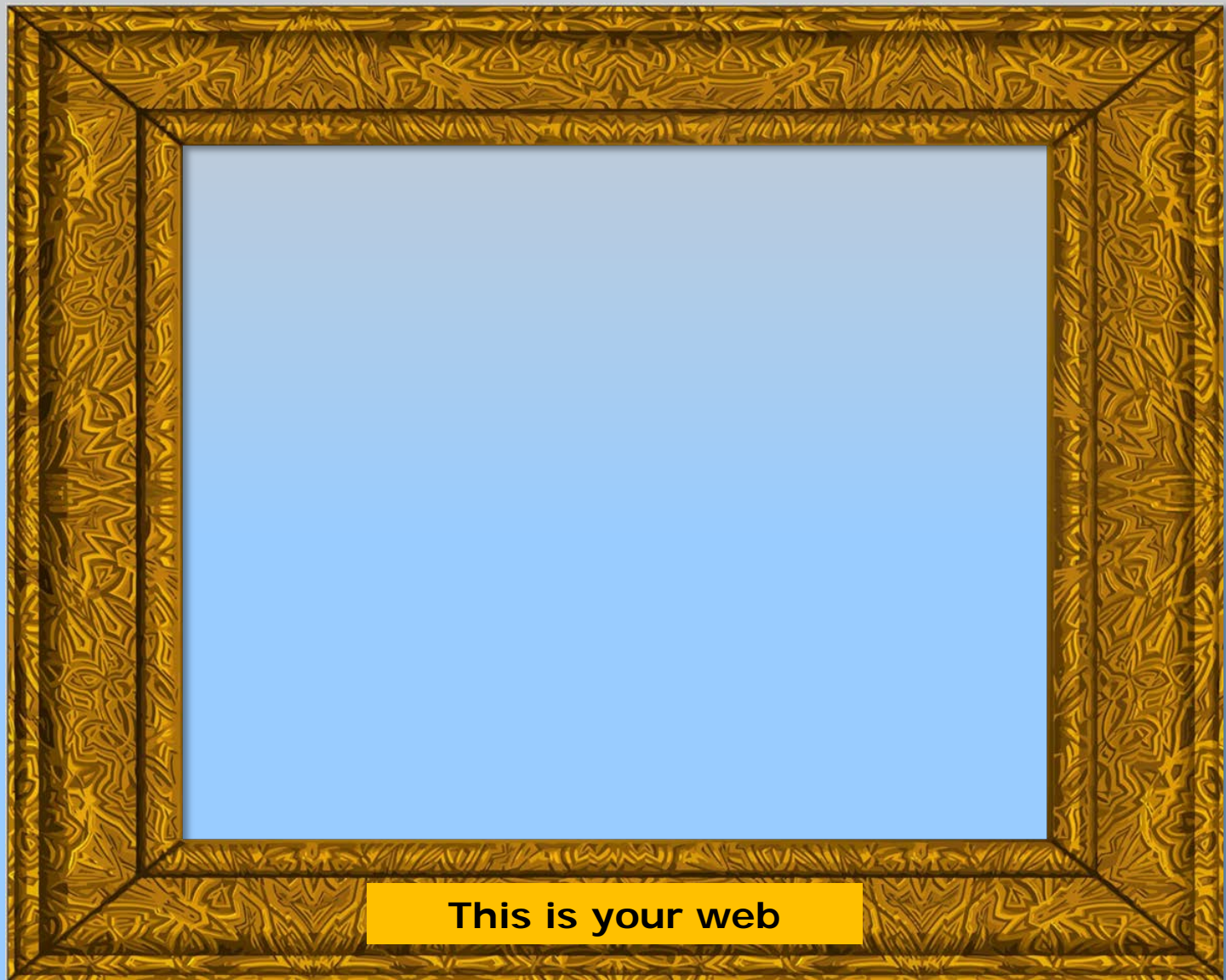
The wages of hunger

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:  B20-1452807	Image Code:  L20-1825903
Times Sold: 1	Times Sold: 4	Times Sold: 2	Times Sold: 5
Money: 780.30	Money: 775.73	Money: 771.65	Money: 753.28
Average Price: 780.30	Average Price: 193.93	Average Price: 385.82	Average Price: 150.66
Photog. Name: Javier Larrea	Photog. Name: Javier Larrea	Photog. Name: Javier Larrea	Photog. Name: Javier Larrea



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## Urban Environmental Health Laborat...

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<div class="irc_mimg irc_nic iyo_hv60u3UE-iv...>
  <a target="_blank" class="irc_mil i3597 iyo...
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    8073327.d.amc&psig=AFQjCNHKoutyPehPJTZaANh1WJ
    "0ahUKEwjuwvPut6zSAhVIDMAKHS4SDfgQjRwIBw" data-
    urban-environmental-health-
    urban-environmental-health-
    
  </a>
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Styles Computed >>

Filter :hov .cls +

margin: 0px;  
padding: 0px;

Inherited from body#gsr....

search?q=Chroma...tbn=is...  
body {



All Images

About 25,270,00



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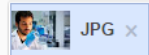
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Biocare Lab



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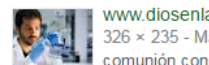


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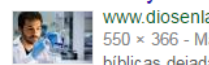
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Page 16 of about 25,270,0

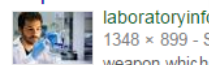
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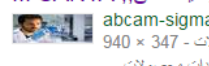
Enfermedad y Pest



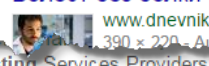
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## ¡VER PARA CREER! Prometen para el 2015 el primer laboratorio de ADN del país

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Rico señaló q  
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....and so on...

Oppenheimer: Trump tiene una oportunidad de oro para ayudar a lograr la democracia en Venezuela

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¡NICOLÁS EN LA MIRA! Trump dice que tiene un "gran problema" con Venezuela

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"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

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Brussels, 28th of February 2017