

# WORK WITH US



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MOVING THE WORLD WITH IMAGES



# ABOUT GETTY IMAGES

Our mission is to move the world with images. Our award-winning photographers, filmmakers and illustrators - over 250,000 of them - help customers across the globe create inspiring communications every day. We invite you to join this talented community.

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# WHAT IS STOCK AND ROYALTY-FREE LICENSING?

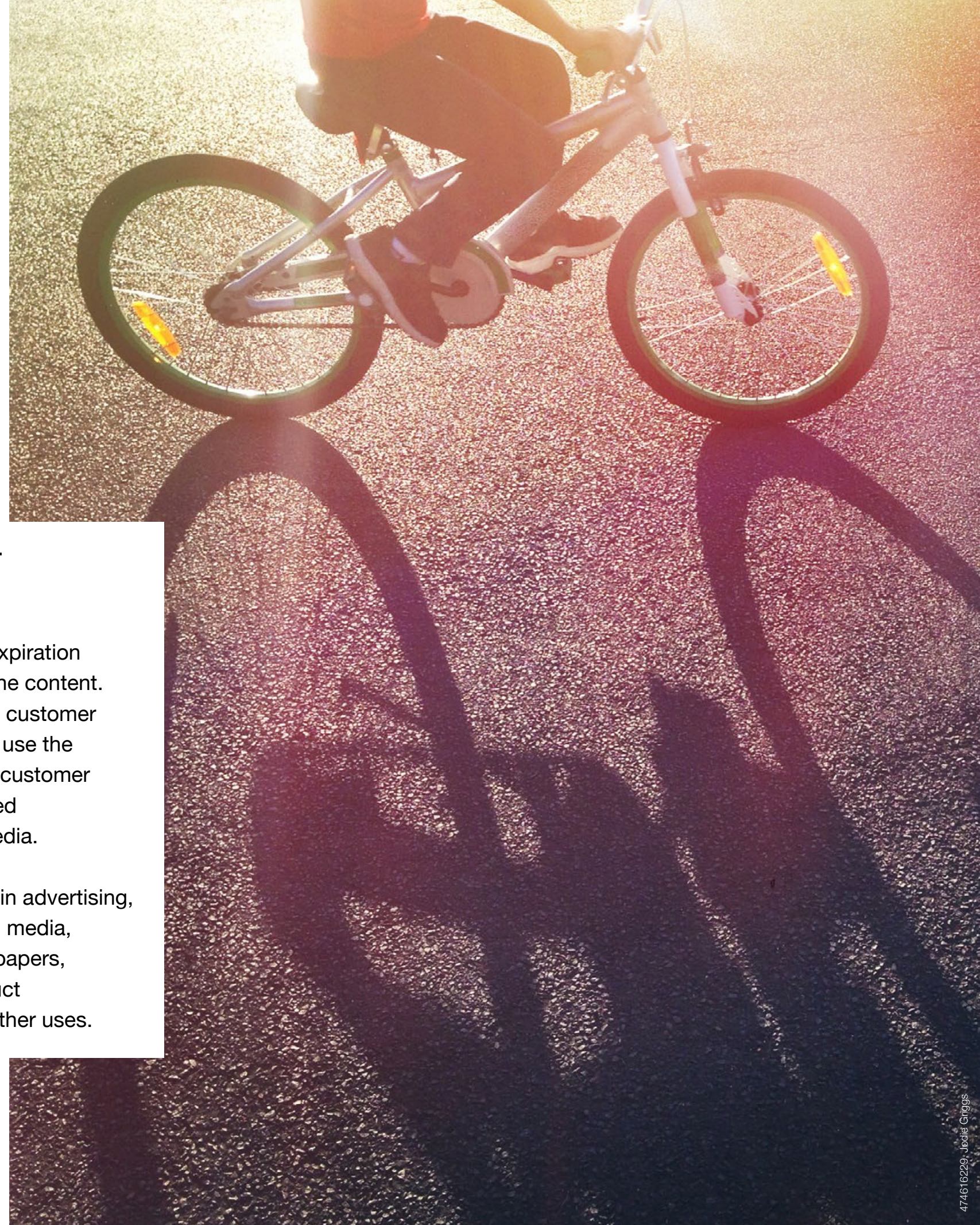
It is important to understand what a royalty-free license is and how the imagery you submit can be used by our customers.

When a customer downloads a file on Getty Images, they're buying a standard license that lets them use the file for any personal, business or commercial purposes that aren't otherwise restricted by the [content license agreement](#).

## THE GETTY IMAGES CONTENT LICENSE AGREEMENT IS:

**Perpetual**, meaning there is no expiration or end date on the rights to use the content. **Non-exclusive**, meaning that the customer does not have exclusive rights to use the content. **Unlimited**, meaning the customer can use the content in an unlimited number of projects and in any media.

Customers can use your content in advertising, marketing, apps, websites, social media, TV and film, presentations, newspapers, magazines and books, and product packaging, among hundreds of other uses.





# WHY SHOULD I BECOME A CONTRIBUTOR?

Getty Images serves over 1.5 million customers in over 200 countries worldwide, giving you the opportunity to license your content globally and make your creative mark in the world. We are the market leader and have the largest distribution network – giving you more opportunities to have your content seen and used.

In addition to the global reach of Getty Images, we provide unique benefits and support to our contributors. Our global Creative Research team of “visual anthropologists” constantly analyse sales data and significant events in media, pop culture, advertising and art to forecast emerging trends in visual communications. We share those

insights with our contributors to help them create compelling and highly saleable imagery.

When you join the Getty Images community via ‘This is Australia’ program with Canon, you will have a chance to meet fellow creatives through the multiple contributor events throughout the year. We provide opportunities for artists to collaborate, share knowledge and exchange tricks of the stock photography trade while building valuable relationships and partnerships. The rest of the year, the contributor community is very active in a variety of social channels; sharing imagery, peer support & developing a network of international friendships and creative partnerships.





# HOW MUCH CAN I EARN?

For each license a customer purchases, contributors earn a royalty which is a percentage of the price paid by the customer.

Your earnings will depend on how often your imagery gets downloaded, and how committed you are to creating stock photography. The more relevant your content is to what the customers are searching for, the more likely it is that it would stand out amongst other images and be used.

**The royalty rate for royalty-free content is 20% for Photos and 25% for Videos.**

Our standard royalty-free prices can be viewed on the site, however do bear in mind the final image price may vary significantly due to different price agreements different customers have based on their usage volume, as well image sizes they use. The more content you have on Getty Images, the more opportunities you'll have to accumulate earnings.

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# DO I RETAIN COPYRIGHT OF MY WORK?

Absolutely. We license imagery to our customers on your behalf and you retain the copyright to all content that you submit to us.

You can register as an individual or a business as long as you are at least 18 years of age.

[SAMPLE AGREEMENT](#)

[AGREEMENT FAQs](#)

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# EXCLUSIVITY OF CONTENT

Getty Images offers an exclusive library of content to clients. This means that the content available on [gettyimages.com](https://www.gettyimages.com) and partner sites, is not available anywhere else. Content exclusivity is what makes our catalog appealing and highly sought after.

All Getty Images contributors sign an agreement guaranteeing that their submitted content is not available through any other stock agency, and/or is not directly licensed by the artist.

You can however use your approved Getty Images content on your social media channels and your website as a portfolio (though we do recommend you use watermarks). You can also sell prints and other photo products of your content - as long as you don't sell the actual image files.

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# WHAT SHOULD I SHOOT?

We want to make it easier for our contributors to shoot what our customers need most - which leads to more downloads and better revenue opportunities.

“This is Australia” Shoot Briefs are created by our Creative Research team, who carefully look at customer sales data and keyword searches on all of our sites and industry trends to identify needed content.

Nowadays, the stock content in high demand is lifestyle imagery and pictures that can depict many concepts – togetherness, innovation, love, collaboration just to name a few. Think about the stories your images can help illustrate – the more universal their appeal is, the more likely it is that your photographs will be in demand.

[VIEW 'THIS IS AUSTRALIA' BRIEFS OVERVIEW](#)





# EVENTS

Our passion is developing contributors and providing them with the tools and expertise to further their experience and education. Together with Canon, we are setting the stage for attendees to expand their knowledge through a series of seminars and activities designed to take their trade to the next level.

Coming together to meet fellow contributors and create images together is a fantastic experience.

By submitting to Getty Images via the Canon partnership, you can join our community of contributors, forging lasting friendships and exciting creative partnerships.

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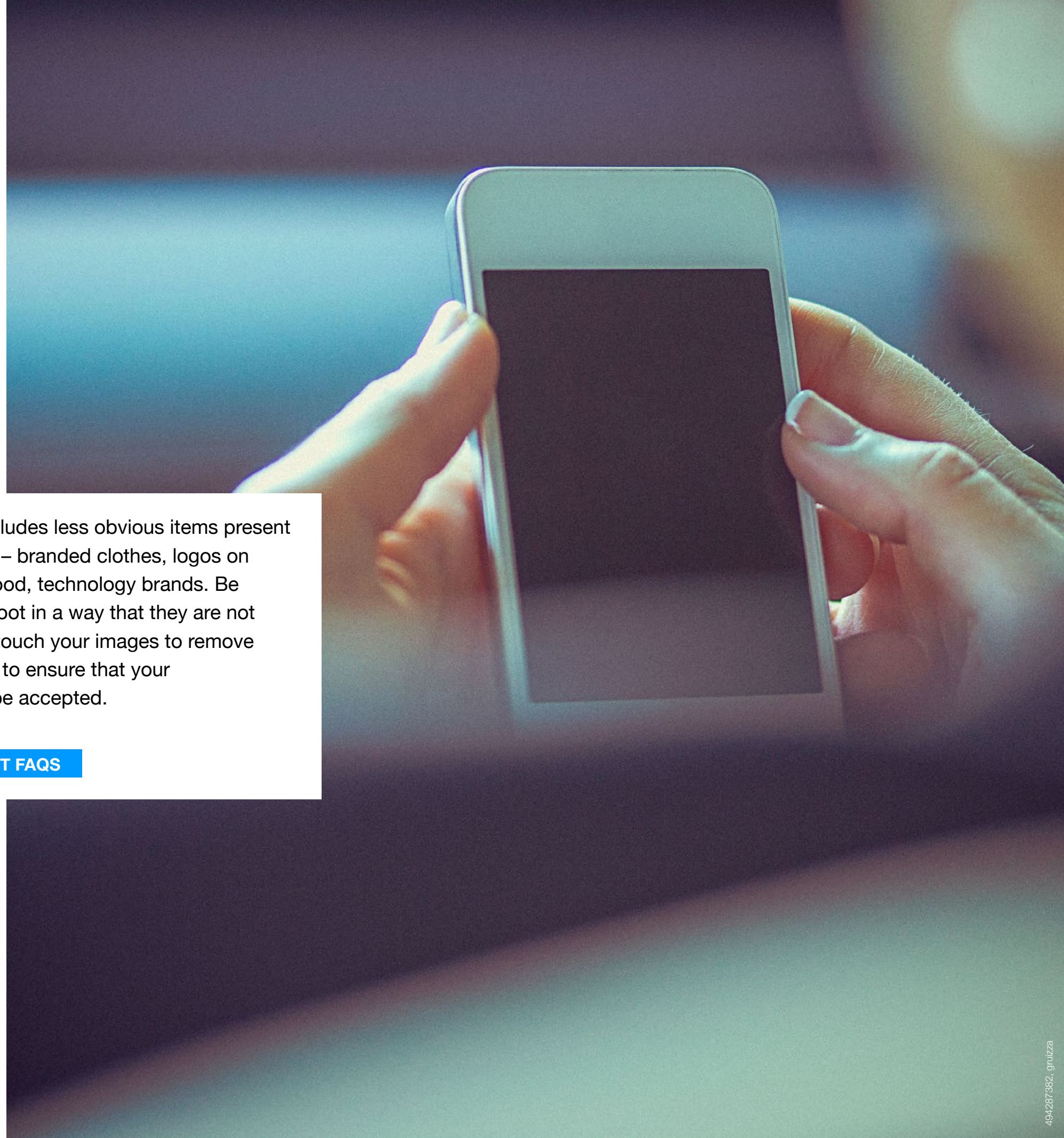
# SUBMITTING CONTENT - LEGAL

Copyright is a form of legal protection for the authors of “original works of authorship”. This covers literary, musical, dramatic, architectural and pictorial works.

Getty Images will not accept content that is a violation of the exclusive rights of the creator. All contributors must ensure that the content they submit does not contain copyrighted materials.

That also includes less obvious items present in the image – branded clothes, logos on drinks and food, technology brands. Be careful to shoot in a way that they are not visible, or retouch your images to remove visible logos to ensure that your images will be accepted.

[COPYRIGHT FAQs](#)





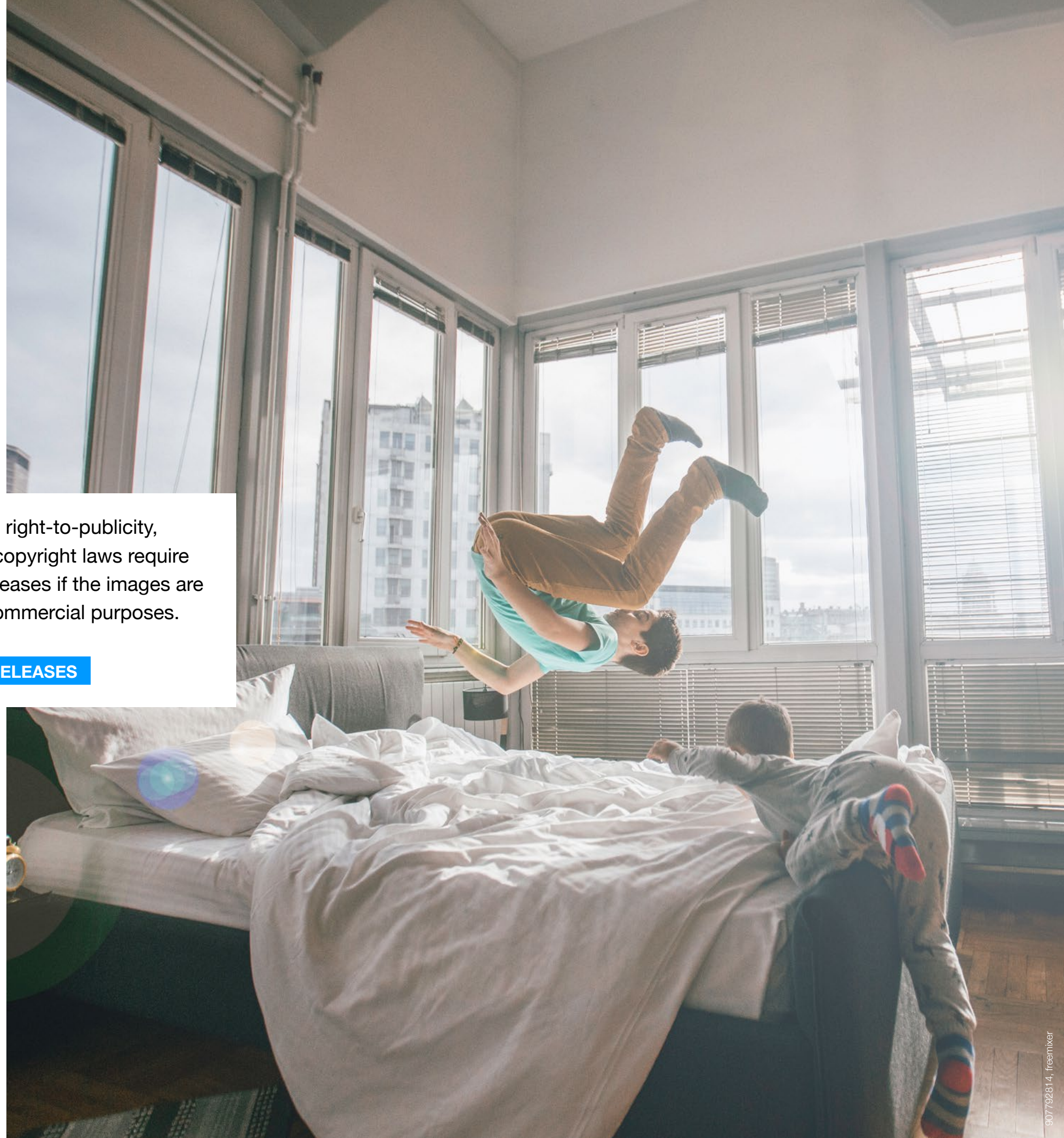
# MODEL AND PROPERTY RELEASES

For any image to be available for stock use a release is required for any recognizable people or property in the image.

A release is a written permission from an individual or property owner allowing the use of that person's likeness or property (for example, a private home, a place of business) in an image for commercial (such as stock photography) purposes.

Right-to-privacy, right-to-publicity, trademark, and copyright laws require that you have releases if the images are to be used for commercial purposes.

[MORE ABOUT RELEASES](#)





# WHERE WE STAND

At Getty Images, we believe in the power of imagery to move the world.

We strongly support and champion [IP advocacy & protection](#), take pride in our [Alliances](#) with several outstanding organizations and offer several [Grants](#) per year to artists pushing our industry forward.

We are also extremely proud of our partnerships with [Lean In](#) and [Muslim Girl](#) who are creating positive change in marketing and advertising.

 [@GettyImagesCreative](#)

 [@shootuploadrepeat](#)

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# FAQs

## **DO I NEED AN ABN AND BE A REGISTERED BUSINESS TO APPLY?**

No, you don't need an ABN, you can register as an individual. If you have a photography business, you can provide those details later and use the business name as your attribution line. Important to note: when you are accepted as a contributor, you must complete your tax and payment information in order to be paid, whether you are a business or an individual. More information will be provided once you've signed up. You will have the choice of receiving royalties via Payoneer or PayPal in US Dollars (USD).

## **CAN I WORK WITH YOU AS A BUSINESS?**

Yes. When you first apply, please use your correct full name and email address. If your application is approved, you can submit your business information when you complete the required tax and payment information.

## **IS THERE A RECOMMENDED FILE SIZE & FORMAT (i.e. Level 10 JPEG, sRGB 4000 pixel longest edge, 300DPI?)**

For the application portfolio, please submit standard hi-res jpeg under 2gb.

## **I AM UNDER 18 YEARS OLD. CAN I BECOME A CONTRIBUTOR?**

We require that you be at least 18 years of age to become a contributor.

## **DO I NEED PERMISSION (model or property releases) FROM THE PEOPLE, PROPERTY OR LOCATIONS FEATURED IN MY IMAGERY BEFORE I SUBMIT THEM TO YOU?**

Yes. As an approved contributor, you must submit written permission from the people, property or locations featured in your imagery, wherever required, using model and property releases.

For any image to be available for stock use (which is a commercial use) a release is required for any recognizable people or property in the image.

A release is a written permission from an individual or property owner allowing the use of that person's likeness or property (for example, a private home, a place of business) in an image for commercial (such as stock photography) purposes. People can be considered 'recognisable' on many levels, by the clothes they wear, their haircut or their tattoos/body markings, and even by the company they keep. So, the best rule of thumb is to get model releases from everyone in the shot.

Please view more information on the releases, as well as for actual release forms and approved apps, [here](#).



# FAQs

## **DOES THE 6-IMAGE APPLICATION PORTFOLIO HAVE TO HAVE MODEL & PROPERTY RELEASES?**

You do not need to have model releases for images you submit here as part of your application. If you're successful and are accepted as a contributor, then you'd need releases if you would like to submit your approved application images to the collection. Until then, releases are not required.

## **IF I WASN'T ACCEPTED TO BECOME A CONTRIBUTOR, CAN I GET FEEDBACK?**

Criteria to determine successful applications are:

- Providing content that corresponds to the overall image collection brief - showcasing Australian lifestyle, preferably featuring people.
- Good technical quality and composition

Due to the volume of applications, we are not able to provide feedback to everyone. However if you have specific enquiries, please contact us on [aunz.contributors@gettyimages.com](mailto:aunz.contributors@gettyimages.com)

## **DO I HAVE TO ONLY SHOOT BRIEFS WHEN I'M ACCEPTED?**

You don't have to shoot only "This is Australia" briefs, there are other briefs available on the Contributor portal (over 250 briefs on various topics). You could submit general content as well, however shooting on brief gives you a better chance of your content being accepted and downloaded – as the briefs are designed based on customer needs.

## **CAN I REMOVE / EDIT / RESUBMIT PHOTOGRAPHS IN THE FUTURE?**

You can request to remove images that you have online, with a compelling, usually legal, reason. It is not possible to edit what you've submitted.