

## Understanding Third Party Licensing Fees for Photography

### Importance of Licensing:

Proper licensing ensures both parties' rights are respected and protected. It also legally safeguards the use of the photograph in specified contexts.

Copyright is an automatic right and there are no official formalities to acquire copyright

protection. There is no public or Government register of copyright in the UK.

Photographs, illustrations and other images will generally be protected by copyright as artistic works. This means that a user will usually need the permission of the copyright owner(s) if they want to perform certain acts, such as copying the image, sharing it with

third parties or on the internet.

The person who creates an image ("the creator" in this instance Office Curator Limited) will generally be the first owner of the copyright.

References to "images" in this document include:

- digital photos taken on mobile phones and digital cameras;
- images that were first generated on photographic film and any digital images created from them

The term 'licensing' means giving another person or organisation permission to use a work such as an image, often in return for payment and/or on certain conditions for a specific period of time.

### Third Party Licensing:

Third party licensing fees pertain to the costs associated with obtaining the rights to use certain photographs, which are often controlled by the photographer or their agency (Office Curator Limited).

## Fee Structure explained:

### Option 1: **Single Party** Organisation Fee Structure

- Duration: up to 2 hours of photography
- Deliverables: 10 Images
- Fee: £600 +VAT
- Note: This model is designed when only one party is responsible for organising the shoot.

### Option 2: **Dual Party** Organisation Fee Structure

- Duration: up to 2 hours of photography
- Deliverables: 10 Images each
- Fee: £500 +VAT each
- This pricing model is applicable when two parties are collaboratively organising the shoot.
- Please note that when both or more parties plan the shoot together, you will pick the images for editing separately. This means you will be able to decide on the best photos for you!

## Why the Difference in Fee?

The task of coordinating an office interior shoot is intricate in itself. When two or more organising parties are involved, complexities can rise substantially.

The essence of this document is to address and elaborate on the intricacies arising from multi-party coordination, as the increased fees compensate for these additional logistics, service and requirements.

Diverse Vision: Different parties might have different focal points they want to accentuate.

While one party might prefer highlighting the spaciousness, another might want a focus on details like décor or workstation setups.

Vantage Points: Deciding on the optimal angles to shoot from can become a topic of discussion, especially if parties have contrasting ideas about what portrays the office space best.

Space Highlighting: With multiple parties, there can be conflicting interests about which zones of the office should be the primary focus – be it conference rooms, cabins, the lounge, or recreation areas.

Sequencing: The order in which areas are photographed can become a logistical puzzle, especially if preparations or props are needed for specific zones.

Extended Discussions: Multiple decision-makers can lead to extended discussions, potentially stretching beyond the initially estimated shoot time.

Setup & Adjustments: More parties might equate to more hands-on-deck, which can lead to constant tweaks in setup, requiring additional time for each shot.

Scheduling: Aligning the availability of all parties, the photographer, and ensuring the office space is in the desired state can be a daunting task.

Communication: Ensuring smooth communication flow is crucial. It might necessitate regular meetings or coordination platforms to streamline discussions and feedback.

Post-Processing Preferences: Parties might have varying post-production requirements, such as specific filters, focus edits, or branding inclusions.

Re-shoots: Differences in expectations might lead to requests for re-shoots of certain areas, which can be time-consuming and potentially costly.

## **Our Recommendations**

**Unified Vision Call:** Before the shoot, organise a call where all parties share their vision and expectations. This can help in aligning goals and priorities.

**Dedicated Coordinator:** Appoint a dedicated coordinator from one of the parties, or hire a third-party coordinator, to oversee the shoot logistics, ensuring a seamless flow.

**Flexible Booking:** Considering the complexities, it might be prudent to book the photographer for a flexible duration, with a window for potential extensions.

When multiple parties collaborate on an office photoshoot, it brings together a wealth of creative visions. We are adept at navigating this collaborative process, ensuring that every stakeholder's vision is thoughtfully considered and seamlessly integrated, resulting in a final product that exceeds expectations.

Office Curator Licence Calculator			
No. Of Photos	One contractor	2 Contractors/ Price per each	3 Contractors/ Price per each
10 photos / 2 hours	£600+VAT	£500+VAT	£400+VAT
20 photos / 3 hours	£750+VAT	£650+VAT	£550+VAT
30 photos / 4 hours	£900+VAT	£800+VAT	£700+VAT
40 photos / 5 hours	£1050+VAT	£950+VAT	£850+VAT
50 photos / 6 hours	£1200+VAT	£1100+VAT	£1000+VAT
50 photos / 7 hours	£1350+VAT	£1250+VAT	£1150+VAT
50 photos / 8 hours	£1500+VAT	£1400+VAT	£1300+VAT

To discuss your shoot, please contact [info@officecurator.co.uk](mailto:info@officecurator.co.uk)