

Query to the NACMA listserv:

How does your department handle the sale of game photos/player action shots?
In-house or through a third party?

Trip Durham, Elon University

Responses from the membership:

We recently entered a partnership with Pictopia and CSTV to have our photos sold online:

We use the photo service that XOS provides for us. They contract with a producer and we get a cut of the revenue.

Replay Photos

We are in the process of launching our photo store and have partnered with Pictopia. I have been extremely impressed with them thus far. There is also a local company (Replay Photos) that I would recommend you taking a look at.

I believe that we now have a partnership with Collegiate Images.

Colorado uses Replay Photos as our photo store. Others out there Pictopia, etc.

We just started working with replay photo this fall. www.ecuphotos.com. We had been working this through media relations previously when it came to parents wanting individual action shots. There have also been some NCAA rulings that apply to current S-A in action photos for sale.

Also, we are evaluating a policy statement that all media and photographers will sign related to ownership, use, licensing of photography taken at athletic events.

We work through Pictopia by way of CSTV....would be too cumbersome to try to fulfill in house...in my opinion....

Our athletics photographer offers all of his photographs for a charge...he gets all proceeds from the sale of photos, and packaged and ships everything direct.

pictopia.com

We have an online photo store through CSTVO, which is currently being converted over to their new photo store partner Pictopia. We take action photos, etc. from our official photographer and upload them into photo galleries attached either to our game stories or as stand alone galleries. When fans click on the Photostore link or when they scroll through the gallery an icon pops up so they can make a purchase if they choose to do so. The fulfillment is completed by Pictopia. We have a revenue share arrangement between CSTVO, Sacred Heart and our photographer. Prices

for photos were negotiable and set by us, while the revenue share between our photographer and us was set by us.

We sell our photos through our web site provider, XOS (or Jump TV now) and they handle it through a third party (Pictopia) who processes all the orders, prints the images and frames them if the consumer orders a frame. The work on our end is pretty simple. Hire the photographer and post the images. We receive 70% of all the net revenues (after Pictopia takes out their marked up expenses). I'm pretty sure this is what Texas does as well. UMass sells them on their own but they have plenty of manpower to handle the orders. As a small shop it was much easier to let someone else do the work while we receive a smaller commission on our sales. Another thing to keep in mind is when you hire your photographer you must make sure that you purchase the copyright of the images as well. Otherwise, the photographer retains those rights (unless he is a university photographer) and has the legal right to stop you from selling those images while he still can sell them on HIS web site. It's a contractual agreement that needs to be established up front if you haven't done so already. Our photographers had to be educated in that area and we had to sail some rough waters for a couple of weeks until they understood.

We hire a freelancer to take all of our action shots during games.

We hire a professional Photographer and we own the rights to the photos. He drops off a CD to Media Relations and Marketing after each game.