



Google Drive Deal

CEPIC has been following from day 1 the issue with the Google Drive deal made by Getty Images.

We are concerned about the implication of this deal as well as the continuous devaluation of photography in an environment where content is plentiful and expected to remain free to the consumer end users. It is our view that the deal could be perceived as devaluating copyright as it gives the impression to end users that all pictures on the Internet cost “nothing”. Professional photography contributors know all too well that this is not the case.

Not only photographers but also photo agencies are affected by the deal. This in turn affects the relationship of these agencies with their own photographers. However, because each agreement, each contract, will be different, CEPIC cannot comment on specifics of the deal only the general implications of it.

It should be noted that there is no question that all royalty fees to photographers related to the Getty Google deal have been paid. The concerns that have been raised are not because images were not paid for, albeit at a very low fee, but because they were subsequently made available for free on the Google Drive as a part of this deal - and although Google Drive itself is a paid-for cloud service.

CEPIC believe that these concerns should be duly considered and that solutions exist.

At contractual level, we acknowledge Getty's present endeavours to negotiate solutions with Google. We also acknowledge the positive outcome of their negotiations with Microsoft in order to bring resolution to the license agreed in 2007 that had raised very similar concerns in the photographic community. This shows that solutions are possible and that any contractual solution needs the participation of both partners.

From a CEPIC perspective, we are monitoring the larger perspective and its impact on the digital economy. At legislation level, we continue to advocate for the respect of copyright in all environments. As a council member of [i-Comp](#), the initiative for a competitive online marketplace, we are lobbying to set up a better online environment where the rules should be respectful to all content creators and are not dictated by one dominant party only. In particular, it is essential that metadata cannot be removed from the file it provides information on. The name of the right holder should be saved in the [IPTC](#) fields and kept with the image. The "Image may be subject to copyright" statement is simply not sufficient and all Internet stakeholders should provide efficient tools to support non infringing usages or pointing to the right holder source. Last but not least, we constantly remind legislators that "there is no such thing as a free lunch" and that badly crafted legislation can effectively support the business model of a minority of entities against the interests of the larger community. This is not healthy for Content Creators, for the Digital Economy and for Culture at large.

At a technology level, CEPIC is involved in a number of initiatives aiming at making the Internet a better place for content providers and users. In particular, our involvement in the [Linked Content Coalition](#) and the EU funded project RDI will help us provide a useful tool to reduce the number of orphan works and help uniquely identify images and therefore create a healthy environment for all our members to do good business, invest in new content and contribute to an enlarged digital economy.

For more information on any of these initiatives, please contact Sylvie Fodor at CEPIC - s.fodor@ceplic.org