

USAGE DEFINITIONS 2015 - PHOTOAGENTS LONDON

All Media - All Print and Digital, TV and Cinema usage, including Retail but excluding Merchandising and Packaging

All Media excl. TV, Cinema and Internet

Print - Without added detail, "Print" is not a definition that is preferred as it is too ambiguous. Usage is better defined by use of sub categories of usage

International Press (incl. digital editions) - e.g. National Geographic, Airline Magazines, Time Press

Press (incl. digital editions) - Newspapers, Magazines, trade, consumer, local and national

National Press (incl. digital editions) Excl. Advertorial - Newspapers, Magazines, trade, consumer - distributed nationwide rather than solely in

Advertorial - Paid product placement in editorial context

OOH / Out of Home - includes Posters, street furniture (bus shelters / kiosks / phone boxes), transit (buses / taxis / subway / lorries / airport / post / bus stations) & alternative (stadiums / bike racks / garage forecourt / rest areas) bus sides & panels, taxi wraps & seats, bus backs, tube/underground, client vehicle garage forecourt, rail station and all public areas where advertising is screened (not cinemas).

Ambient - includes Clean graffiti, backs of receipts, hanging strips in railway carriages, handles of supermarket trolleys, projection onto buildings

Posters - incl. digital poster - Printed and digital media to include 96/48/16/12/6/4 sheet superlights, digital poster sites, escalator panels

Direct Mail - includes door drop leaflets & postcards

Brochures / Catalogues

Annual Reports/ Internal Corporate Communications

Collateral - includes compliment slips, business cards, letterheads, visual aids for internal presentations, product data sheets, product white papers, sales scripts & demonstration scripts

PR - Unpaid editorial content in Print and Digital formats and industry competition and awards

Digital - Usage would be better defined by use of sub categories of usage below; covers everything online incl sub-categories below plus digital media (poster sites, etc),

Posters (Digital Posters only Not including Printed Posters)

Moving Image - Usage covers moving imagery captured and supplied within whatever additional bounds specified.

It should be noted that "Moving Image " usage does NOT by default or grant usage rights in respect of any still images generated from the moving image

Internet Advertising

Intranet - digital networks not accessible by the public

Mobile devices - includes device images and video

PR - Unpaid editorial content in Print and Digital formats and industry competition and awards

Regional Websites - location specific urls

Social Media - e.g. Facebook / Instagram / Twitter / YouTube

TV - includes Interactive, video, mobiles, CD's & DVD's. (Not including packaging)

Web Banners - Website content placed on 3rd party sites in the form of adverts / links, etc

Online - A "blanket" term to be discouraged as it is open to different interpretations

Web - Everything that appears on www.

EDM - Electronic Direct Mail - Material targetted to email addresses.

Pre-Rolls - Moving or Still Image content that plays before the content that a user has selected

All above can be further broken down to Still images / Moving or Animated

Retail - Without added detail, "Retail" is not a definition that is preferred as it is too ambiguous. Usage is better defined by use of sub categories of usage

POS - POS (Point of Sale) is also known as Instore, Point of Purchase and FMOT "First Moment of Truth"

In store posters, shelf and till point advertising, window and floor stickers, trollies.

N.B. It is considered permissible for material to be visible from both in store and out of store so long as the material is physically in store.

Material placed within store boundary also included e.g. shopping trollies.

Instore posters only

Packaging - Packaging includes printed packaging as well as labels for CDs and DVDs.

Marketing Aids - include non-purchasable items/elements, includes umbrellas, ashtrays, beer-mats, exhibition panels, trolley panels

Retail Building Banners / Wraps / Hoardings - Images that are displayed or projected on the exterior of the retail store or Mall / building where store is located. (not Inc. in POS

Merchandising - Branded products used to promote a film, pop group, etc., or linked to a fictional character

Music Release & Marketing licence - Inc Album artwork and media used to promote the release.

Music - PR - Press Packs

Music - Artist Promotion licence (advertising Gigs etc)

Book Release & Marketing licence - Inc Book artwork and media used to promote the Publication

TV and Cinema usage

Advertising End Frames

As Content (Not Advertising)

TV or Cinema Commercial

Ident

Above The Line - Usage would be better defined by use of sub categories of usage; "Above The Line" as a term is ambiguous and interpreted in different ways.

Below The Line - Usage would be better defined by use of sub categories of usage; "Below The Line" as a term is ambiguous and interpreted in different ways.

Internet / Online - A "blanket" term to be discouraged as it is open to different interpretations

Please note that PhotoAgentsLondon and published this information to help commissioner and Photographer/ Agent it takes no responsibility for the veracity of the information above.

Whilst every effort has been made to ensure that it is correct, the definitions above to tend to evolve over time and you should make your own enquiries if you require complete accuracy.

Model agency definitions are not dictated by PAL and as such may diverge.

Need to Add in

Note from someone - I found it difficult to incorporate this in to the above - Mainly because I ws not sure what exactly it should cover.

