

Introducing the SAA PLUS Packs™ Calculator



RM made fast, easy, and automated.

To help spur adoption of *PLUS Packs*™—a streamlined form of Rights Managed image licensing, the Stock Artists Alliance has developed the *SAA PLUS Packs*™ *Calculator*, a free open-source software tool now available to all licensors interested in adopting the *PLUS Packs*™ standard. Based on the licensor's own pricing data, the *Calculator* automates the first step of the licensing process: selection and pricing of a *Pack*. All on one screen, and with just a few clicks, *PLUS Packs*™ make RM licensing easy.

www.stockartistsalliance.org/pluspacks

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About PLUS Packs™

PLUS Packs™ introduce a universal standard for a streamlined form of Rights Managed licensing for stock and commissioned images. Developed with broad international support from across the image licensing industry, the PLUS Packs standard was approved by the PLUS Coalition in November 2006.

PLUS Packs™ provide the means to make Rights Managed image licensing easier than ever, benefiting everyone involved in the licensing process. Image distributors and image creators benefit by providing customers with a versatile system of licensing options that also maintains their ability to effectively manage rights. For image users, *PLUS Packs™* offer the flexibility of broadly defined licenses in a form that is simple, straightforward and transparent. With licensors of all sizes worldwide offering the same standardized packages, *PLUS Packs™* are a familiar and consistent licensing option.

The *PLUS Packs™* standard features a set of broad use packages that address frequent image licensing needs. A short list of licensing parameters provides the basis for scaled pricing. And importantly, *PLUS Packs™* are licensed to one end user, product, or service so that rights can be better managed.

PLUS Packs™ prove that Rights Managed licensing can be both hassle-free and easily automated, benefiting everyone involved in image licensing by:

- Establishing an international industry standard
- Addressing the needs of more customers
- Preserving the benefits of the Rights Managed model
- Automating Rights Managed licensing

ESTABLISHING AN INTERNATIONAL INDUSTRY STANDARD

The concept of Rights Managed packages has already been successfully applied to image licensing. Examples are the license package schemes offered by Getty Images and Corbis that feature combinations of uses.

PLUS Packs™ take this concept to the next level, making it a universal standard that can be offered and used by licensors and licensees of all sizes, worldwide. This helps to level the playing field for even small licensors—such as individual photographers engaged in licensing directly to clients, or through portals and smaller archives—by enabling them to serve customers who can now request the same familiar, standardized *Packs* from any licensor.

Art buyers, designers and publishers all participated in the development of *PLUS Packs™*, and package schemes currently in use by leading stock distributors were carefully reviewed. After a comprehensive evaluation process involving hundreds of reviewers from all industries, the *PLUS Packs™* and other PLUS standards were approved in November 2006 and are now available for industry-wide use.

By introducing a simpler, more transparent and flexible approach to Rights Managed licensing, *PLUS Packs™* evolve the Rights Managed model while preserving its benefits.

The system features a selection of packages offering flexible but clearly defined groups of key license types for *Advertising*, *Editorial*, *Internal* and *Personal* uses. These include:

ADVERTISING

- Print Advertising
- Display Advertising
- Marketing Materials
- Point of Purchase
- Web & Electronic

EDITORIAL

- Periodical Interior - One Issue
- Periodical Cover - One Issue
- Book Interior - One Edition, Printed
- Book Interior - One Edition, All Formats
- Book Interior - All Editions, All Formats
- Book Cover - One Edition, Printed
- Book Cover - One Edition, All Formats
- Book Cover - All Editions, All Formats
- Web & Electronic

INTERNAL

- Internal Company
- Comp Use
- Internal Review

PERSONAL

- Personal Display

QUICK REFERENCE

Please refer to the *PLUS Packs™ Quick Reference Guide*, a spreadsheet providing a comprehensive description of the *PLUS Packs™* standard and licensing process. You will find the *PLUS Packs™ Quick Reference Guide* on our Resources page at www.stockartistsalliance.org/pluspacks/resources

Note: PLUS Packs™ are one element of the PLUS system. The PLUS standards also include a comprehensive selection of image licensing combinations. *PLUS Packs™* standards are available at www.useplus.com/useplus/pluspacks.asp

ADDRESSING THE NEEDS OF MORE CUSTOMERS

PLUS Packs™ have been designed to provide a simplified approach to address the frequent licensing needs of customers of all sizes. Rights Managed packages currently in use are priced by country and duration. These products are designed to address the needs of customers licensing for national uses or greater.

To accommodate the frequent licensing of images for local and regional usages as well, the *Calculator* introduces a **Coverage** menu that allows scaling of price, with the following options:

- Local (up to one state or province)
- Regional (up to 3 states or provinces)
- National (up to one country)
- Continental (up to one continental region)
- Worldwide

Note: The *Coverage* menu is used in the *Calculator* to facilitate the pricing process. After a *Pack* is selected and priced, specific geographic information is required to complete the license. To provide consistent means of specifying the geographic region associated with each license, the PLUS Coalition has established a universal selection of *Regions* to use in licensing.

The *Calculator* also includes a *Duration* menu, which applies only to the *Advertising* and *Internal Packs*. (Since *Editorial* packs are based on edition or issue, duration does not apply.) Options are:

- 6 months
- 1 year
- 3 years
- 5 years
- 10 years

With these two menus—*coverage* and *duration*—the *SAA PLUS Packs™ Calculator* can accommodate needs ranging from local to worldwide, and short to long term uses—and scale pricing accordingly.

Note however that prices are entirely omitted from the PLUS standards and from the *SAA PLUS Packs™ Calculator*, and that *neither SAA nor PLUS are involved in setting or recommending pricing. Each licensor using the Calculator must develop their own pricing independently.*

PRESERVING THE BENEFITS OF RIGHTS MANAGEMENT

By defining and recording licensing rights of images, *PLUS Packs™* facilitate rights management, which benefits all parties to the license.

For customers, this means they can easily select licenses from any licensor, and quickly identify the licensed rights of any image in their system. For image creators and image distributors, this encourages an increased volume of Rights Managed licensing and enables effective rights management. A simplified and standardized process also ensures a better understanding of the principles and practices of RM licensing.

ENABLING AUTOMATION OF RM LICENSING

Pricing *PLUS Packs™* can be a quick and easy online process with just a few options, making it easy to automate the process.

It's clear that image users value the immediacy of fast pricing and an easily automated transaction that is commonly associated with Royalty Free licensing. Yet, RM licenses commonly require phone contact to complete the transaction—over 80 percent according to industry reports. With multiple choices and price points, it is not surprising that customers tend to call for assistance. In contrast, *PLUS Packs™* offer a broader rights based alternative that can better compete in a market becoming more and more dominated by simplified licensing models.

About the Calculator

As an assist to licensors interested in offering *PLUS Packs*[™], the Stock Artists Alliance has developed the *SAA PLUS Packs*[™] *Calculator*, a free open-source software tool that automates the first step of the licensing process—selection and pricing of a *Pack*—all on one screen, with just a few clicks.

The *Calculator* can be easily adopted by licensors of all sizes—from image distributors, archives, and portals, to photographers licensing images directly to their clients. Based on the licensor's own pricing, the *Calculator* offers an easy interface in which users can select and price a *Pack* on one screen, and with just a few clicks.

The transaction is then completed using any number of methods. High volume stock distributors can integrate the *Calculator* into their existing ecommerce systems, while other licensors may elect to follow up with an email exchange, or web-based forms and use an online payment service.

SAMPLE USES OF THE CALCULATOR

Here are some examples of using the *SAA PLUS Packs*[™] *Calculator* to price out advertising and editorial *PLUS Packs*[™]. A demo screencast is also featured at www.stockartistsalliance.org/pluspacks

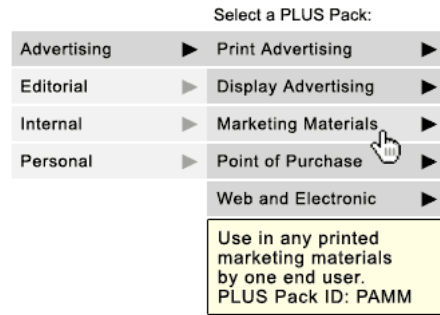
ADVERTISING PACK EXAMPLE

The *Calculator* starts by asking us what type of use we want. In this example, we will select *Advertising*:

Select type of use:

Advertising	▶
Editorial	▶
Internal	▶
Personal	▶

Next, we select a specific *PLUS Pack™*. As we hover the cursor over each *Pack*, a brief description (tooltip) pops up. Let's say we want *Marketing Materials*.



As soon as we make our selection, the *Calculator* offers us options for *coverage*. In this example, we select *Local*, which permits "use in any one state or province."



Finally, we are asked to select *duration*. At this point, the prices (determined by the licensor) are displayed. Here you only see zeroes because this is just a demonstration.



Once a selection is made, a summary screen appears, at which point we can review and change the selected license type, or we can move forward to complete the transaction. Here it displays \$0.00 because this is only a demonstration.

You have selected a PLUS Pack for: Marketing Materials, Local Coverage, Up to 1 year
[\(review usage\)](#)

Use in any printed marketing materials by one end user. PLUS Pack ID: PAMM. Any uses beyond the above require additional licenses.

\$0.00 Add to cart

The job of the *Calculator*, which is selection and pricing of a PLUS Pack, ends here. Should the image buyer decide to actually license the image, obviously you would need to collect additional information in order to issue a rights-managed license. Please see the section *Beyond the Calculator* for information on how to create a *PLUS Packs*™ license and benefit from automated rights management.

EDITORIAL PACK EXAMPLE

As another example, let's price out an *Editorial Pack* license. Again, we start by selecting the type of use. In this example we will select *Book*.

Select type of use:

Advertising	▶	Book	▶
Editorial	▶	Periodical	▶
Internal	▶	Web and Electronic	▶
Personal	▶	Use in a textbook, trade, retail, custom or reference book.	

The *Calculator* then offers us a choice of *Packs* that cover book use. As we can see from the menus and the tooltips, those *Packs* are defined by placement, edition *and* format.

Select PLUS Pack:

Advertising	▶	Book	▶	Interior, One Edition, Printed	▶
Editorial	▶	Periodical	▶	Interior, One Edition, All Formats	▶
Internal	▶	Web and Electronic	▶	Interior, All Editions, All Formats	▶
Personal	▶			Cover, One Edition, Printed	▶
				Cover, One Edition, All Formats	▶
				Cover, All Editions, All Formats	▶
				Use on an interior page in a single edition, all media. PLUS Pack ID: PBIO	

Let's say we want a cover use for a single printed edition. As soon as we make our selection, the *Calculator* asks us to select *coverage*. At this point, we see that the prices (determined by the licensor) for all *coverage* options are displayed (here we only see zeroes because this is just a demonstration.). Note that since *Editorial Packs* are defined by edition or issue, there is no option for *duration*, which is simply set at *10 years*.

				Select coverage:	
Advertising ▶	Book ▶	Interior, One Edition, Printed ▶	Local	\$0.00	
Editorial ▶	Periodical ▶	Interior, One Edition, All Formats ▶	Regional	\$0.00	
Internal ▶	Web and Electronic ▶	Interior, All Editions, All Formats ▶	National	\$0.00	
Personal ▶		Cover, One Edition, Printed ▶	Continental	\$0.00	
		Cover, One Edition, All Formats ▶	Worldwide	\$0.00	
		Cover, All Editions, All Formats ▶			
<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 5px auto;"> Use on a cover in a single printed edition. PLUS Pack ID: PBCP </div>					

Finally, a summary screen appears, at which point we can choose to return to the previous screen to review (and change) the usage selected, or we can move forward to complete the transaction. Here it displays \$0.00 because this is only a demonstration.

You have selected a PLUS Pack for: Book Cover, One Edition, Printed, Worldwide Coverage, Up to 10 years

[\(review usage\)](#)

Use on a cover in a single printed edition. PLUS Pack ID: PBCP. Any uses beyond the above require additional licenses.

\$0.00 **Add to cart**

The job of the *Calculator* ends here. Should the image buyer decide to move forward and license the image, additional information would then need to be collected to complete the license process and enable rights management. The section *Beyond the Calculator* provides guidance on completing a *PLUS Packs™* license.

Working with the Calculator

The *SAA PLUS Packs™ Calculator* is a small tool that licensors can embed in the pricing pages of a stock image website, enabling easy and automated Rights Managed pricing under the *PLUS Packs™* standard. The *Calculator* handles, on the client-side, the display of *PLUS Packs™* menus as well price calculations, according to a licensor's own price list. The *Calculator* requires no client-server round trips, and is only 35 kilobytes in size. The *Calculator* is based on DHTML, which means you can embed it on any standards-compliant web page, regardless of server or platform.

DEVELOPING YOUR OWN PLUS PACKS™ PRICING

Before using the *Calculator*, licensors must define their own price lists. The *Calculator* comes with a configuration file that needs to be filled with your own pricing data. To save you from the tedious work of manually entering prices for all possible image use combinations, the *Calculator* allows you to codify your own pricing into a matrix containing just a few base figures and multipliers. It then uses your matrix to extrapolate all possible combinations for you. *Note that SAA makes no recommendations on pricing. Only you can determine the base figures and multipliers that will work best for your business.*

In brief, the pricing matrix defines three parameters: *base price*, *coverage*, and *duration*. You start by defining a base price for each pack. (Simply put, the base price of a given pack is the amount you would charge for the smallest possible coverage and duration for that pack.) Since the *PLUS Packs™* standard establishes pre-packaged *coverages* and *durations*, it is easy to determine the smallest possible usage for each pack. We provide a worksheet to help you.

INTEGRATING THE CALCULATOR INTO YOUR SYSTEM

It is important that you understand not only what the *Calculator* does, but also what it *does not* do. The *Calculator* is narrowly focused on automating selection of a pack and providing price quotes fast. Its work ends as soon as the price is displayed. The *Calculator* does not handle the entire licensing process. It is neither a licensing application, nor a shopping cart application, nor a payment processing application.



To do its job, The *Calculator* asks the image buyer only for the usage information that typically has a bearing on price. It leaves other important information that is still necessary in any Rights Managed transaction for later, after the buyer has decided to *actually license* the image.

Note that the *Calculator* is designed to integrate easily with other parts of your licensing system. As the *Calculator* presents a price quote to the image buyer, it also places that data, together with a description of the buyer's choices, into a Javascript object so it can be easily passed on to another application such as a shopping cart. Once the Calculator has completed its job, the license process can be easily completed.

NEXT STEPS FOR LICENSORS

1. Register to download the **SAA PLUS Packs™ Calculator** software at www.stockartistsalliance.org/pluspacks
2. See our **Resources** page at www.stockartistsalliance.org/pluspacks/resources for links to useful materials that you can use to develop your own *PLUS Packs™* licensing system.
3. Download the **PLUS Packs™ Quick Reference Guide**, a spreadsheet providing a comprehensive description of the *PLUS Packs™* standard and licensing process. For each *Pack*, it lists the Name, ID, description of each Pack, and license options (for duration and coverage) as presented in the *Calculator*. Finally, it lists the additional license information required to complete a licensing process. You will find the *PLUS Packs™ Quick Reference Guide* on our Resources page at www.stockartistsalliance.org/pluspacks/resources.
4. Visit the **PLUS Coalition** website at www.useplus.com to learn more about how the PLUS standards can benefit your business.

Beyond the Calculator

HOW TO COMPLETE A PLUS PACKS™ LICENSE

Once the *Calculator's* job is complete—selection and pricing a *Pack*—what's next? As we have already mentioned, the *Calculator* only provides calculations. It does not create licenses. Once a *Pack* is selected, pricing determined, and the image buyer has decided to license the image, in order to create a *PLUS Packs™* license you must obtain a short list of additional essential information that defines the license and *enables rights management*.

This additional license information is required in order to ensure clear communication of the licensed rights between the parties to the license. For example, the *coverage* menu terms (*Local, Regional, National*) are intended for use in selecting a *Pack*, but specification of the continental region, country, state or province is needed to define the terms of the license.

This additional information can be collected in any number of ways—be it from ecommerce systems, submission of simple web forms, email or phone exchange. Either way, recording of these details completes a *PLUS Packs™* license:

For Advertising and Internal Company Packs:

1. Provide *End User Name*
2. Provide *Product or Service Name*
3. Provide *License Start Date*
4. Select *Industry* (from *PLUS Industry* menu)
5. Depending on *coverage* selected, select *PLUS continental region*, and provide *country, state(s) or province(s)*

For Editorial Packs:

1. Provide *End User Name*
2. Provide *Edition or Issue Name*
3. Provide *License Start Date*
4. Depending on *coverage* selected, select *PLUS continental region*, and provide *country, state(s) or province(s)*

For Internal Comp Use & Internal Review Packs:

1. Provide *End User Name*
2. Provide *License Start Date*
3. Select *Industry* (from *PLUS Industry* menu)

For Personal Packs:

1. Provide *End User Name*
2. Provide *License Start Date*

Please refer to the *PLUS Packs™ Quick Reference Guide* spreadsheet at www.stockartistsalliance.org/pluspacks/resources for specifications of the additional license information that is required for each *Pack*.

BENEFITING FROM A PLUS-COMPLIANT WORKFLOW

ABOUT THE PLUS LICENSE DATA FORMAT

All of the license information required to complete a *PLUS Packs*[™] license corresponds to fields in the *PLUS License Data Format (LDF)*, an international standard developed to promote clear communication of licensed rights in a machine-readable format. The LDF can be integrated in applications used to capture, edit, display, manage, license and transmit images and image license metadata, ensuring that the license terms are easily accessible to all parties to the license. Learn more about the LDF at www.useplus.com

PLUS and SAA urge all licensors to improve RM licensing by specifying detailed license information using the terminology and format specified in the License Data Format standard.

AN IMPORTANT NOTE ABOUT PLUS COMPLIANCE AND LOGO USE

The PLUS logo may not be reproduced or displayed for any purpose without the advance written permission of the PLUS Coalition. The use of the PLUS logo indicates compliance with the PLUS standards, engendering customer confidence in the use of a standard that customers helped to create. The PLUS Coalition is currently developing compliance certification requirements. Compliance certification will permit the display of the PLUS logo and claims of compliance with the PLUS standards.

Acknowledgments

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SAA is a non-profit trade association dedicated to the business of professional stock photographers worldwide. Founded in 2002, SAA provides information resources about the business of stock photography and substantial advocacy support on behalf of its members. SAA has emerged as an outspoken advocate for photographers seeking to maintain the value of their intellectual property in a rapidly changing business environment, and stresses the need for the stock industry to be innovative in developing business models, contracts and practices that recognize the needs and rights of stock artists as well as distributors and users.

SAA web site: www.stockartistsalliance.org

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PLUS—the Picture Licensing Universal System, is a multi-industry coalition dedicated to making image licensing easier through a system of universal standards that simplify and facilitate licensing and rights management. PLUS Packs™ are one component of a comprehensive system of standards developed by the Coalition. The PLUS standards also include a Picture Licensing Glossary, a License Data Format, a Media Matrix, a PLUS-ID system, and PLUS Registries designed to serve the needs of all licensors and licensees.

PLUS web site: www.useplus.com

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