



# Digital Economy and Global Transformations in the Trade of Photography

+++ February 5th 2019 | Heidelberg – Marsilius Arkaden – Im Neuenheimer Feld 130.1 | 2–6 pm +++

The lectures will be held in English and German.

Please register by 31 January via e-mail to Ute Bechberger (bechberger@uni-heidelberg.de).

14:00 Introduction

14:15 Sylvie Fodor

Center of the Picture Industry (CEPIC)



Sylvie Fodor is CEPIC's Executive Director, a European Economic interest Grouping representing 600 picture agencies in 20 countries and 11 national picture associations. She holds a degree in political sciences from Sciences Po Paris as well as a degree in international and European law from the Sorbonne University. She started her career in the picture business at AKG in Berlin, Germany, where she gained first-hand experience in the management of historical picture archives and the clearing of image rights. Sylvie Fodor is in charge of CEPIC policies at European level, focusing on the protection of the creator and user rights of visual content shared and used online. She was council member at ICOMP between 2009 and 2015 and the Chair of its IPR working group from 2012.

### How much value for visual content providers is there in the digital economy?

Images are spread through search engines, social media platforms and other online aggregators. Approximately 85% of the images provided by digital search engines are illegal copies. Once an image is uploaded to a website or legally embedded it is shared countless times, resulting in economic losses of several thousand euros per picture. With their success based on the publication and distribution of unlicensed images, large social media platforms have been hiding behind safe harbor provisions and public domain justifications to rights holders for the use of their intellectual property rights or have not compensated them at all in recent years. Thus, the World Wide Web is flooded with unlicensed content, depriving rights holders of a source of revenue. This talk focuses on the "free availability" of images, the resulting economic value and the decline and transformation of an entire sector.

15:30 Lars Bauernschmitt

University of Hannover



Lars Bauernschmitt studied Communication Design at the University of Essen (Folkwang School) and Economics at the Fernuniversität Hagen. From 1993 to 2008 he was managing director of the photo agency VISUM. He was a member (2001-2010) and the chairman (2003-2010) of the board of directors of the German Federal Association of Professional Image Providers (BVPA). Since 2008 he is Professor at the Hannover University of Applied Sciences and Arts and since 2011 the spokesperson for the photojournalism and documentary photography study programme. Further, he is a lecturer at the Justus Liebig University in Giessen and a specialist author for photojournalism and the picture industry.

### Stock photography: Growing importance, declining value

One way of attracting attention to messages is to translate the content into images as they directly affect our perception. However, images are also assets. Digitization changed the image market completely in the last 30 years. Traditional businesses have disappeared while new companies, originally from outside of the industry, have become global players. Established business models become increasingly questioned. Image providers and producers experienced this structural change forced by digitization earlier than economic players in related sectors leading to a paradox development. Whereas the importance of images is constantly increasing, fees are falling. However, new revenue models conceptualize images as instruments of value creation and not as traded goods. This points to the question: which images will guide our perception in the future?

16:15 Johannes Glückler | Robert Panitz

University of Heidelberg



Johannes Glückler is Professor of Economic and Social Geography. He is Head of the Economic Geography Group and a Fellow of the Marsilius Center of Advanced Studies at Heidelberg University. As part of the European ERASMUS Teaching Mobility program, he is a regular guest professor at the University of Salamanca. He is also co-founder and lecturer in the Master's program Governance of Risks and Resources at the Heidelberg Center for Latin America in Santiago de Chile.



Robert Panitz is a research associate in the Economic Geography Group at the Heidelberg University. He received his doctorate in 2016. His cumulative dissertation focused the economic developments and the boom of strategic alliances in the stock photography market. He is lecturer at the Master's program Governance of Risks and Resources at the Heidelberg Center for Latin America in Santiago de Chile.

### Digitization, the rewiring of networks, and new spatial divisions of labor

Digital technologies have changed the geographical expansion of production and the distribution of creative goods and communication leading to a new social and geographical division of labor. Simultaneously, the number of trade fairs and congresses has increased indicating an unbroken necessity for face-to-face contact. Here, it is an unresolved question how physical encounter affects the evolution of global networks in a digital industry and what its consequences are for regions and countries? Drawing on the case of the stock photo trade, we illustrate three findings about the dynamics of digital global market networks: First, we show how temporary proximity in congresses facilitates the rewiring of interfirm networks and long-distance learning. Second, we demonstrate how the global value network is constituted by a clear-cut social division of labor between picture agencies that reflects specialized positions in the global value network. Third, we reconstruct how the relational work of making and dissolving relations leads to the economic upgrading of countries from peripheral to more central positions in the global network.

17:00 General Discussion



University of Heidelberg  
Berliner Straße 48  
69120 Heidelberg

Prof. Dr. Johannes Glückler  
E-Mail: glueckler@uni-heidelberg.de  
Tel: +49 (6221) 54 43 73

Dr. Robert Panitz  
E-Mail: panitz@uni-heidelberg.de  
Tel: +49 (6221) 54 55 77

Content and Design: Robert Panitz  
Lizence: Pixabay Lizence – <https://pixabay.com/en/service/terms/#license>  
Originator: gerald (Gerd Altmann) – <https://pixabay.com/de/social-media-digitalisierung-2528410/>