



The photographer's fee

Dear ladies and gentlemen

From time to time I am asked if I would provide photos from my image archive free of charge, for nothing or just like that. If you can answer yes to the questions below, this may indeed be possible:

- a) The image will not be used in any commercial context
- b) Your organization is tax-exempt and all employees work on a voluntary basis
- c) Right now you are reading this in your free time
- d) The webmaster, who may have to upload the photo to the web, does this free of charge
- e) The graphic designer who creates the layout for the brochure/book etc. does this free of charge
- f) The printer who produces the final product also does this free of charge
- g) The final distribution or dispatch is free of charge

My photographs are a product for which I have used relatively expensive, modern digital equipment and corresponding peripheral devices and have operated them with the corresponding know-how. The further processing of the digital data, the labeling and archiving is not only time-consuming, but also requires certain knowledge that guarantees this reliability. As a result, the publisher of the corresponding product usually pays the photographer a usage fee. This practice is based on the plausible understanding that the author of a photograph should firstly be allowed to decide whether and for what purpose his work is used and secondly that he should earn something if someone else uses his image.

Please honor my work as a photographer as well as the work of the people involved in the process of your final product. I earn the same amount for work that I don't charge for as I do if I don't do it at all. The latter would be much more comfortable - but it doesn't even put cold soup on my table.

Best regards,
Markus A. Jegerlehner

PS: Swiss copyright law protects all photographs and images similar to photographs that depict physically existing three-dimensional objects and were made by people. Protection exists regardless of whether the photographs have an individual character or not. Both photographs by professional photographers and photographs by amateurs are protected, for example press and product images as well as everyday family and vacation photos.