

 PHOTO ARCHIVE		PRICE GUIDE 2024
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Licences cover the editorial use of BBC photos and are subject to the BBC Terms of Trade. Prices exclude VAT

Digital licences cover websites, social media, apps, blogs & includes archive rights to use the image for the lifetime of the article

Newspaper & Magazine Publishing : UK/single country (print and/or digital distribution, single-use, any size)					
	Distribution				
	Up to 50,000	Up to 100,000	Up to 300,000	Up to 500,000	Over 500,000
Interior	£75	£95	£105	£120	£130
Cover	£90	£120	£130	£150	£190
Other Options (print and /or digital distribution, all territories, single-use, any size)					
TV Listings	£50	n/a	n/a	n/a	n/a
Non-commercial e.g. Charity / museum magazines & brochures / internal company newsletter / alumni	£50	n/a	n/a	n/a	n/a
Obits (use in obituary pages up to 7 days after death)	£50	n/a	n/a	n/a	n/a
Regional	£50	n/a	n/a	n/a	n/a
Journals (non-academic)	£55	n/a	n/a	n/a	n/a
Newspaper & Magazine Publishing: Worldwide (print and /or digital distribution, single-use, any size)					
	Distribution				
	Up to 50,000	Up to 100,000	Up to 300,000	Up to 500,000	Up to 1 million
Interior	£85	£90	£120	£140	£165
Cover	£130	£150	£180	£200	£260

Book Publishing – First Edition, 5 Years, up to 20,000 print run, (includes print and/or electronic distribution, authorised-access website, hardback & paperback, social media excludes BBC 'tie-in editions')
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BBC Photo Archive Rate Card

Bulk discounts: Please contact the Photo Archive team for multiple image orders so we can calculate any discounts.				
A maximum of 25% of all photo used in any book can be supplied by the BBC				
Territory	Size			
	Up to ½ page	Up to full page	Cover drop-in or back cover	DPS or Front cover
One country & one language	£90	£140	£240	£290
UK & Commonwealth	£130	£160	£275	£350
World, English language	£155	£225	£235	£555
World, All languages	£170	£250	£355	£575
Other Options (print and/or electronic distribution hardback & paperback, any size, all territories)				
	Interior	Cover		
Exam paper	£50	n/a		
Self-Published book (Private individual / Self-published author up to 1,000 print run)	£30	£65		

Tick box options

10 Year duration add 10 % 20 Year duration add 20 %

Print run : 20,000-50,000 add 10% / 50,000 -100,000 add 20% / over 100,000 add 30 %

Subsequent editions - 10 % discount

Academic

The rates in the tables below apply to use in journal articles (print and online), books and e-books only.

For the avoidance of doubt, we do not apply fees to academic works such as theses or dissertations; however you do still need permission to include BBC content. If such works are later turned into books or journal articles etc., you will need to re-apply and fees may apply.

Academic use	Up to 1/8 page	Up to 1/2 page	up to full page	Cover drop in	Full page
1-2 images	No charge	No charge	No charge	£35	£112.50
3 or more images	£30 per image	£37.50 per image	£45 per image		

Television Broadcast (licence includes terrestrial & satellite, catch up streaming, and VOD services, title sequence, trailers, on-air promo, apps, social media) * All Media includes DVD, SVOD, DTO, unlimited TX	
*BBC Commissioned Independent Productions (To exploit material beyond BBC Public Service Rights a 40% discount is given)	
Duration	Territory

BBC Photo Archive Rate Card

	UK & Eire or single Country	Europe or North America	World	UK & Eire - All media*	Europe or North America- All media*	World -All media*
TV 24 Hour News package (unlimited TX for 24 hours)	£150	£170	£190	n/a	n/a	£220
1 TX	£120	£140	£160	n/a	n/a	£180
1 Year (up to 3 TX)	£140	£160	£200	n/a	n/a	£220
3 Years (unlimited TX)	£220	£320	£420	n/a	n/a	£440
5 Years (unlimited TX)	£370	£470	£670	£640	£790	£890
10 Years (unlimited TX)	£470	£570	£770	£940	£1040	£1400
Perpetuity	£570	£670	£870	£1070	£1170	£1570
Television Broadcast Set Dressing – 1 TX : design element, decor or prop, can appear multiple times in one programme. (terrestrial & satellite, online streaming, VOD catch-up services, title sequence, trailers, on-air promo, apps, social media)						
	UK & Eire or single Country	Europe or North America	World	UK & Eire - All media*	Europe or North America- All media*	World all media*
1 TX	£45	£60	£80	n/a	n/a	n/a
1 Year (up to 3 TX)	£70	£100	£135	n/a	n/a	n/a
3 Years (unlimited)	£90	£130	£170	n/a	n/a	n/a
5 Years (unlimited TX)	£95	£135	£180	£110	£135	£200
10 Years (unlimited TX)	£100	£145	£190	£120	£145	£220
Perpetuity	£110	£160	£200	£130	£155	£240
Other Options						
	UK & Eire or single Country	Europe or North America	World	UK & Eire - All media*	Europe or North America- All media*	World All media*
Award shows/fundraising shows/telethons	£60	£70	£80	n/a	n/a	n/a
Educational (school video, teaching aid)	£50	£60	£70	n/a	n/a	n/a
Academic (higher level education -Media studies etc)	£50	£60	£70	n/a	n/a	n/a

Film: Perpetual distribution, All media , World (includes Theatrical release and /or online streaming, festivals, trailers, on-air promo, SVOD, DTO,DVD apps, social media)	
This licence is for one time use only and includes a perpetual right to distribute the film in its final form.	
Feature Film or drama	£1800
Documentary	£550
Film : Set Dressing - design element, decor or prop. Perpetual distribution, all media, World (Includes online streaming, Festivals, trailer, on-air promo, SVOD, DTO, DVD apps, social media)	

BBC Photo Archive Rate Card

This licence is for one time use only and includes a perpetual right to distribute the film in its final form.	
Feature Film or drama	£1500
Documentary	£300

Audio and video product packaging (licence includes inside and cover use, any territory, any size, print and/or digital distribution, social media)			
Bulk discounts: Please contact the Photo Archive team for multiple image orders so we can calculate any discounts			
Distribution	Duration		
	1 Year	5 Years	10 Years
Up to 1,000	£130	£170	£200
Up to 5,000	£160	£200	£220
Up to 10,000	£170	£220	£240
Up to 25,000	£185	£240	£260
Up to 50,000	£265	£330	£360
Up to 100,000	£360	£465	£500

Artists Reference- used by artists and designers to produce artwork or by casting directors as a reference - print and digital	£30
Actors and Contributors- personal publicity and archival use of BBC photographs (as outlined in the Indemnity Form)	£30

Displays (internal use, any territory, any size, print and/or electronic display, online, social media for online promotional use for duration of the display only)					
* A collaborative exhibition with BBC = 40% discount (collaborative denotes BBC permission and branding for exhibition)					
	Up to 1 Year	Up to 2 Years	Up to 3 Years	Up to 5 Years	Up to 10 Years
Exhibition (not-for-profit educational institution or museum)	£125	£150	£170	£200	£250
Museum display (not in an exhibition)	£60	£70	£80	£95	£120
Exhibition or Internal wall décor & display (shop, bar, office, etc)	£300	£320	£340	£425	£470
Presentation – up to 5 stills (internal PowerPoint, video, intranet, email, or printed material associated with a presentation/ conference)	£90	£110	£120	£150	£200

Theatrical - Live performance shows (e.g. within plays, concerts, comedy or other live shows .Includes all territories, sizes & unlimited use within show, social media)

BBC Photo Archive Rate Card

*Social media use is for promotional use for duration of the show	
Duration	
Up to 3 months	£200
Up to 6 months	£240
Up to 1 year	£260
Up to 2 Years	£270
Up to 3 Years	£300

Digital Media: One-time use of image in the same context, (any size, worldwide : websites, apps & social media. Licence includes archive rights for the lifetime of the article)	
Duration	
Up to 1 Year	£100
Up to 2 Years	£130
Up to 3 Years	£150
Up to 5 Years	£200