



# RSC IMAGE SUPPLY AND LICENSING GUIDE

RSC Enterprise Ltd  
Royal Shakespeare Theatre  
Waterside  
Stratford-upon-Avon  
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[www.rsc.org.uk](http://www.rsc.org.uk)

The RSC has an archive of thousands of production photos, rehearsal and theatre-related images that we can license for use in your project. If you would like to use our images personally, academically or commercially, please use the information on this form.

## **USING OUR IMAGES**

Many of our production images are available to browse and download low-resolution, or request high-resolution, in our online image library:

<http://images.rsc.org.uk>

## **PERSONAL USE OR PRIVATE STUDY**

The RSC defines personal use or private study as:

1. Reference use for academic study
2. Pictorial reference in unpublished academic essays, dissertations or theses
3. Visual representation in a classroom or for an educational activity (this does not include use online, in locked educational platforms, or any published/distributed educational resource)  
or
4. Private use at home (private use does not include creation of gift materials such as mugs, t-shirts etc.)

If you are using images for any of the above, licensing fees need not apply. Image supply fees will still be applicable if you require items to be digitised.

If we do not have a digital version of the image you require, we charge a new scanning fee of £25 per image. Discounts are available for bulk orders and this fee may be waived if you are licensing the image(s) from us. See information on image licensing, opposite, for details.

To request an image please complete and return our order form, which you can download on our website [www.rsc.org.uk/image-licensing/order-form](http://www.rsc.org.uk/image-licensing/order-form) or pick up in the Shakespeare Birthplace Trust Reading Room.

## **IMAGE RESEARCH**

If you wish to order digital images, but do not know if we hold the material, you may consider checking the RSC performance database available online for remote research:

<http://collections.shakespeare.org.uk>

You can also visit the Shakespeare Birthplace Trust's Library and Archive in Stratford-upon-Avon, to undertake research in person. For more information visit:

[www.shakespeare.org.uk/collections](http://www.shakespeare.org.uk/collections)

## **LICENSING OUR IMAGES**

The RSC can authorise use of RSC images in which we hold copyright. Our scale of fees is outlined overleaf. If your use is not listed, please email to clarify our fee structure.

Please note:

1. All fees are for one-time non-exclusive use only
2. Fees are in pounds sterling, per image. VAT at 20% will be charged, where applicable, in addition to these fees
3. All images require an appropriate credit line to be included, unless otherwise specified
4. Discount rates apply to bulk orders – see over for details

## **PLACING AN ORDER**

To place an order to license an image, please complete our order form available at

[www.rsc.org.uk/image-licensing/order-form](http://www.rsc.org.uk/image-licensing/order-form)

Complete both sides of the form, including information about your project, territories, length of term and intended use. We will compile an image licence for you and images will be sent over digitally once this is signed. Payment is required upon receipt of invoice and can be made by direct bank transfer.

## **TIMESCALES**

Where possible we will supply digital images within a 14 day period, but for larger or more complex orders, this may take longer. If you have a specific timeframe, please make this known when requesting your image/s.

## **PRESS IMAGES**

If you are a member of the media and require images of our current shows, people, theatres, events or exhibitions, please register for our press images service here:

[www.rsc.org.uk/press-images](http://www.rsc.org.uk/press-images)

# LICENSING FEES

(all prices are per image)

## BOOKS; NEWSPAPERS; MAGAZINES; JOURNALS; TEXTBOOKS

(all uses include electronic usage for publications of the same title/edition/article)

Territory required	Up to full page	Front cover
1 country (or all countries within the EU), with associated text in 1 language	£100	£200
Worldwide, 1 language	£125	£250
Worldwide, all languages	£175	£350

## TELEVISION; BROADCAST; FILM

Flash Broadcast (up to 10 seconds)	1 country (or EU)	World
One programme, with unlimited transmissions across all platforms	£100	£250

## WEBSITES AND APPS

Rights	Commercial use	Editorial use
Up to 7 years (72 dpi image)	£100	£50

## EXHIBITIONS AND DISPLAY

Fees available on application.

## DIGITISATION FEES

If we do have a digital version of the image you require, we charge a new scanning fee of £25 per image. This fee may be waived if you are licensing the image(s) from us. Discounts for bulk orders are available.

## DISCOUNT RATES

The following discounts on image licensing fees apply:

- When using 3 or more images in one media, a discount of 10% will apply to your order
- When using 5 or more images in one media, a discount of 20% will apply to your order
- For print publications with a print run of 1000 or less, a discount of 50% will apply to your order
- Discounted rates cannot be used in conjunction with one another

## RESTRICTIONS ON SUPPLY AND LICENSING

The RSC's archive is subject to restrictions including, but not limited to, intellectual property rights, copyright law and, where applicable, model release. Where such restrictions apply, we will inform you following receipt of your application.

All RSC images are supplied and licensed in accordance with the RSC's standard copyright agreement terms and conditions.

Please read this user guide alongside our terms and conditions, which are available at [www.rsc.org.uk](http://www.rsc.org.uk)