

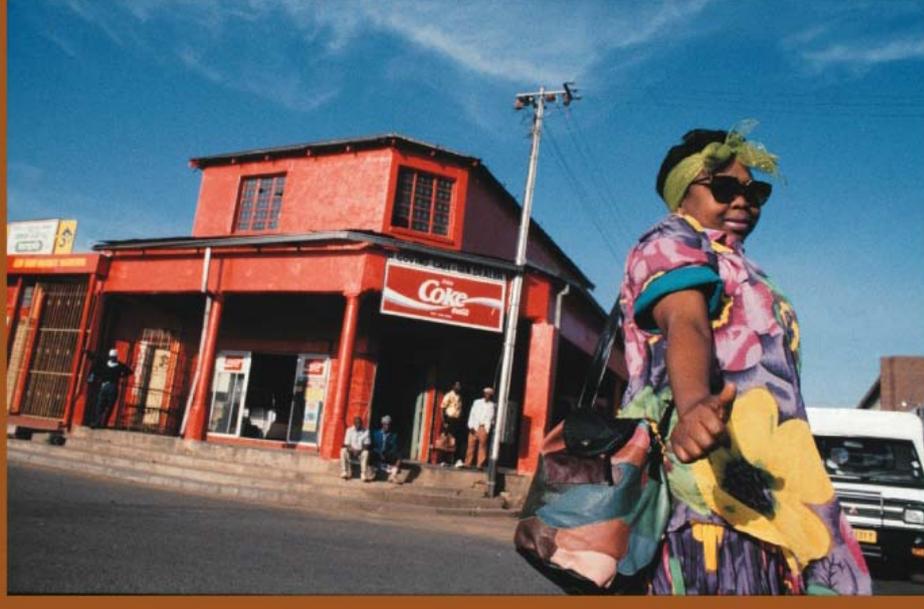
historical



commercial



editorial



picturelibrary



africamediaonline
africans telling africa's story

about africa media online

Africa Media Online is a South African-based picture library, selling publication and broadcast rights to African photography produced by African photographers and African archives.

Our vision is to enable African's to tell Africa's story in the global media marketplace. Central to this vision is the development of indigenous photographers and photographic archives. This vision is what makes us unique in the global picture industry. We enable picture buyers and photographers to access one another so that African photographers can tell Africa's story on the African and international stage.



EMPOWERING AFRICAN PHOTOGRAPHERS

Africa Media Online is an organisation committed to enabling Africans to tell Africa's story to the World. We work exclusively with African photographers and their photographs relating to Africa, declining numerous requests to represent imagery of Africa taken by photographers from other parts of the World, in order to maintain our focus and achieve our aims.

MORE THAN 15 YEARS IN BUSINESS

Africa Media Online was started in 2000, representing a single photographer, and has grown to a portal site representing hundreds of photographers, archives and museums from around Africa.

PHOTOGRAPHERS AND ARCHIVES

The photographs in our picture library are supplied by photographers, photographic libraries, archives and museums around Africa. Africa Media Online represents historical collections such as the Bailey's African History Archives and Iziko Museums, master photographers such as David Goldblatt and Graeme Williams, photographic libraries like Africa Imagery and Art Publishers and African archives including those of Mo Amin and the A24 Media collection.

CLIENTS FROM ALL OVER THE WORLD

Over the years we have supplied images to many of the World's major publishers, as well as to film producers, ad agencies, NGO's, governments and corporates. Our picture library is one of the main suppliers of editorial photography to South African publishers. Internationally we are members of the British Association of Picture Libraries and Agencies (BAPLA) and the Picture Archive Council of America (PACA).

LICENSES

Our images are sold on a Rights Managed basis with rates that are fair to image buyers as well as the image suppliers. We are committed to the principles embodied by the Fair Trade movement.

CONTROL YOUR OWN CONTENT

As a contributor to Africa Media Online you control your own content. You can upload directly to the site, edit your metadata online, add model release information and display groups of your images as galleries on the site.

SECURITY

High resolution files are protected by our high security system. Clients only receive the high resolution image when they place an order. For selection purposes low resolution watermarked images are used.

SALES

There is no charge to being a contributor to Africa Media Online. If approved, you need to prepare and supply at least 1000 images. When one of your images is licensed and paid for by a client we pay you out, less our commission. Sales reports are issued monthly as soon as a contributor is due a minimum of R500 for South Africans and R1000 for international suppliers.

PROMOTING YOUR COLLECTION

We promote our African suppliers collections through features, galleries and the African Calendar. These are fed to clients through various online vehicles. We have a monthly newsletter which showcases new and relevant material. Sales staff deal directly with the picture buying market around the world on a daily basis, assisting with picture research where required to ensure that clients find what they need.

We also have a network of international partners who sell the images from our picture library into their markets around the world. To keep these relationships maximized we are a regular participant in the annual Coordination of European Picture Agencies (CEPIC) congress in Europe.

SUPPORT

Shutha.org is a free online resource we helped develop to train African photographers. Here you can learn about how to make money out of photography and how to improve your workflow and technical expertise.

WHAT THE MARKET NEEDS

To find out what gaps there are in the picture library keep an eye on our [Picture Needs](#) list. We also send out Live Requests to our supplying photographers when we receive requests from clients that can't be matched from the online library.

APPLYING TO BE REPRESENTED

All our photographers are carefully screened before being accepted as contributors. If you would like to apply to be represented on Africa Media Online please check our [image standards](#) and [metadata standards](#) and make sure you can comply with them. Also confirm you have the [kind of images that the market needs](#). Finally check that you have enough images: we recommend a minimum of 1000 unique quality images to start with and at least additional 50 images a month on average. If you are an African photographer and can fulfill all of these please go ahead and [Sign Up](#) online.

WEB SITES FOR PHOTOGRAPHERS

The same software that we use to run our picture library is available for photographers and archives to run their own database driven websites. The advantage of this is that every image you put onto the Africa Media Online picture library will also appear on your own site. We supply these [MEMAT sites](#) at greatly discounted rates to contributors to Africa Media Online.

DIGITISATION OF ARCHIVAL MATERIAL

If you have an archive of unscanned photographic material we can assist with digitizing the best of it. We run a [digitization service](#) which is geared to archives and libraries of images.

BASED IN SOUTH AFRICA

Africa Media Online is based in Pietermaritzburg, KwaZulu-Natal province, South Africa, with ties to suppliers in close to 40 countries around Africa. The company is black-owned and BEE compliant.

picture library compilations

Adventure



Agriculture



Arts



Business



Countries



Daily Life



Education



Fair trade



Health



History



Peoples



Industry



Landscapes



Tourism



Wildlife



references

“As an editor constantly looking for images to illustrate stories about a wide range of topics I find myself returning again and again to Africa Media Online’s extensive library. For fresh, edgy pictures suitable for a South African publication they can’t be beaten.”

Shelagh McLoughlin: Features Editor, The Witness

“Thanks for such an efficient stock library service – I love using AMO as its so quick and easy! Definitely easier to use than some of the overseas libraries.”

Jenni Bowden, Cambridge University Press

“African Media Online is extremely user friendly and has a extensive selection of images with a focus on African content. The photo library is easy to navigate and the staff at AMO are always extremely friendly and respond quickly to all requests.”

Kim Mccarthy: Managing Designer, Heinemann Publishers

“I was at the Cornelsen publisher in berlin today giving a seminar – and they mentioned your agency for the fine images and service.”

Alexander Karst: Die Bildbeschaffer GmbH

“Brilliant, very impressed with the speed of your service.”

Carol Abbott: Pearson Education

“Thanks for the continued support you’ve given us and the excellent variety of photos you provide, which seems to expand exponentially every year. Your photos have helped to ensure that our brand remains unique in the space we occupy.”

Sherry Kennedy: African Trade Insurance Agency.

digital trade route

Over the past decade Africa Media Online has developed what we call a [digital trade route](#) to enable African collections to get to a global audience. This trade route is made up of:

[TRAINING](#): to enable organisations to be thoroughly equipped in dealing with the digital world and maintaining the highest professional standards in building digital collections

[DIGITAL CONSULTING SERVICES](#): to work with organisations to establish clear plans and processes for migrating from analogue collections to digital collections and managing born digital collections, all at best practice standards

[PROFESSIONAL DIGITISATION SERVICES](#): to enable organisations to focus on their core competencies yet still get their collections into digital form at the standard required for long-term archiving and/or supply to publishers and broadcasters

[DIGITAL COLLECTION MANAGEMENT SYSTEMS](#): to enable organisations to manage their digitised and born-digital collections and securely present them to their target audience, and

[REPRESENTATION](#): to enable media professionals and organisations to present their collections to publishers and broadcasters in South Africa, Africa and around the World



digitaltraderoute

an African
picture library
providing
use rights to
African images
taken by
African
Photographers

Picture credits: Guy Stubbs, Ed Suter, Graeme Williams, Jeremy Jowell, Nikki Rixon, Ahmed Jallanzo, Desmond Kwande, Felix Masi, David Larsen, Christine Nesbitt Hills, Jean-Pierre Kepseu, Karin Duthie, Jacques Marais, Iziko Museums, Anton Hammerl, Baileys African History Archive, Eric Miller, Simone Scholtz, Cedric Nunn, Ariadne Van Zandbergen, Jeremy Jowell, Mohamed Amin, Reinhardt Hartzenberg, Alexia Webster, Paul Weinberg, Museum Africa, Times Media Collection, John Robinson, Simone Scholtz, Karen Agenbag, Thomas Omondi, Koos van der Lende, Anwen Evans, African Planit, John Hone, Andrew Woodburn, Roger de la Harpe, James Luccarda, Martin Taylor