

Licensing Explainer

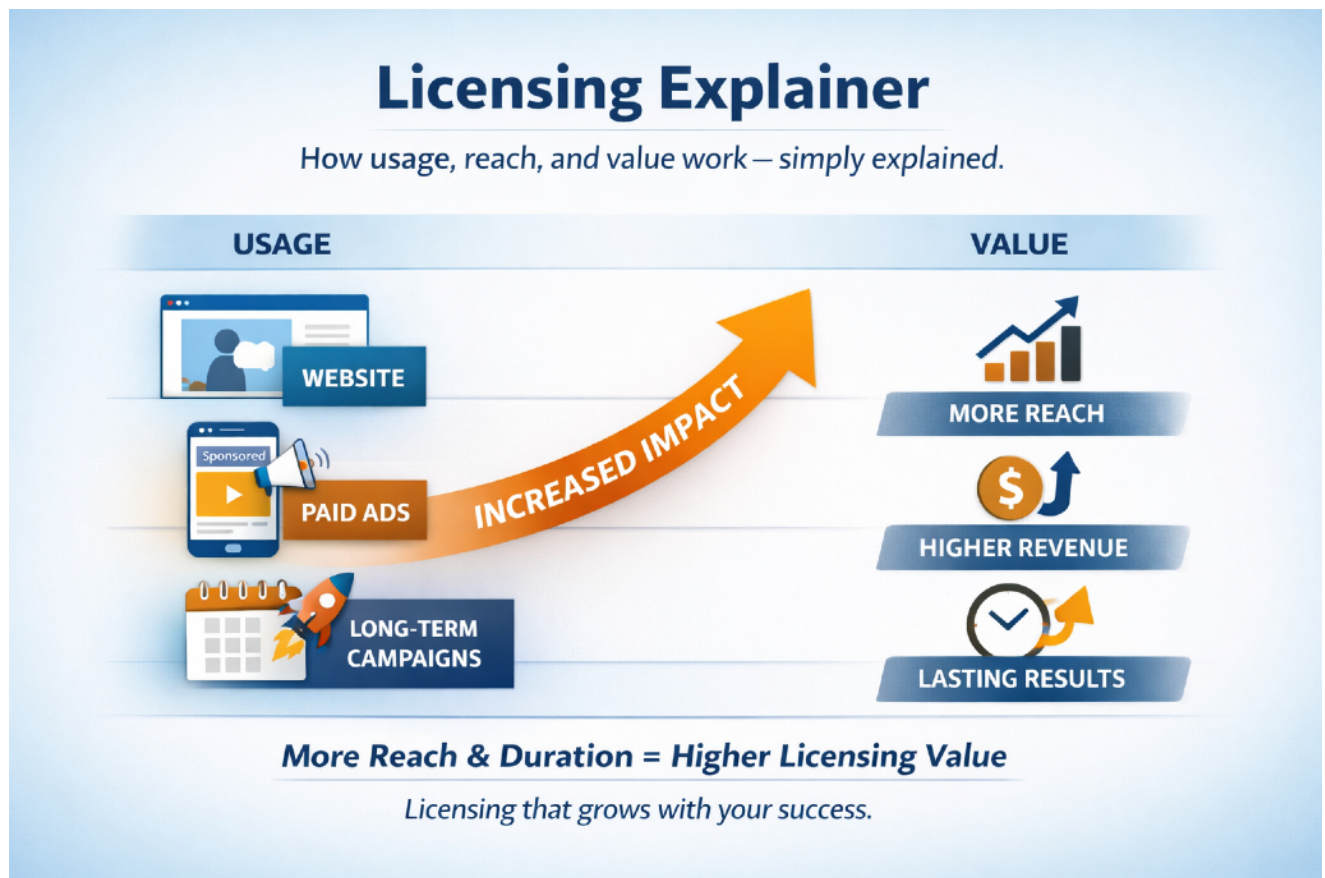


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Licensing Explainer

How usage, reach, and value work — simply explained.

What Is Image Licensing?

Image licensing defines **how, where, and for how long** imagery can be used.

It's not based on how many images you receive — it's based on the **value those images create once they're in the world**.

Why Licensing Is Structured This Way

Different types of usage create different levels of impact.

- A homepage image supports brand presence
- A paid ad scales reach instantly
- A long-running campaign compounds value over time

Licensing ensures costs **match real-world exposure and performance**, keeping retainers efficient and usage fair.

The Core Idea (At a Glance)

More reach = more value = adjusted usage rights

This allows brands to:

- Pay only for what they use
- Scale campaigns confidently
- Extend high-performing creatives without reshooting
- Avoid surprises or interruptions

Licensing & Usage Overview

How usage and impact determine licensing value.

Usage Type	Reach & Impact	Licensing
 Website & E-commerce	Direct brand presence	✓ Included
 Organic Social	Limited organic reach	✓ Included
 Email Marketing	Controlled distribution	✓ Included
 Paid Advertising	Scaled, revenue-driven	\$ Licensed separately
 Extended/ Evergreen	Long-term value	\$ Renewal or extension

You only license what you actually use — nothing more.

Simple. Clear. Fair.

What's Typically Included

- ✓ Websites & e-commerce
- ✓ Organic social media
- ✓ Email marketing
- ✓ Internal & investor materials

Paid ads, print, and extended campaigns are licensed separately so costs stay flexible and performance-driven.

Bottom Line

Licensing isn't a limitation — it's a **clarity system**.

It keeps creative costs predictable, usage transparent, and allows your campaigns to grow **without friction**.