
May 13, 2009

Alamy Numbers: RM Prices Down 30 Percent

With budgets tight everywhere, photo buyers are negotiating lower prices, buying cheaper images, or just not buying at all.

The [latest numbers from Alamy](#), a big U.K.-based stock house that's trying to expand in the U.S., show this playing out. In the last year, the average price of a rights-managed image at Alamy has fallen 30 percent (from \$149 to \$105). The average price of a royalty-free image is down 21 percent (from \$219 to \$172). Overall Alamy revenues declined again. [Details](#).