

Selling Stock



Alamy Revenues Shed Light on Subscription Plans

Posted March 20th, 2009 by Jim Pickerell

A look at Alamy revenues gives a clear indication as to why the company felt it had to attempt to do something to recover some of their lost sales in the U.K. The company has updated its last financial report and provided a breakdown of total revenue to separately show the amounts generated in dollars, euros and pounds for each quarter, to “provide a better indication of what is happening to our sales figures without the additional complication of exchange rate fluctuations.”

Alamy revenues (US\$, converted based on quarter-end exchange rates)					
Revenues	Q4 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008
In U.S. dollars	2,461	2,626	2,937	2,750	2,390
In euros	1,084	1,163	1,226	1,036	1,018
In English pounds	4,150	4,146	4,368	4,433	3,091
Total	7,695	7,934	8,531	8,219	6,498

Since its founding and through the second quarter of 2008, the company had steady revenue growth. The third quarter was down by a little less than 4%, but that included the vacation month of August.

The fourth quarter was another story entirely. Revenue was down by about 16% from the year earlier quarter and by 23% from Alamy’s peak sales in mid-2008—and this is not the worst news. While sales in dollars and euros were only down slightly year-over-year sales in English pounds, Alamy’s home territory, were down almost 26% from the previous year and 30% from the company’s U.K. sales peak in the third quarter of 2008.

Given the state of the worldwide economy, sales in the first quarter of 2009 will probably be lower. These numbers should be out early in April.

This entry was posted on Friday, March 20th, 2009 at 1:00 am and is filed under News Story. You can follow any responses to this entry through the [RSS 2.0](#) feed. You can skip to the end and leave a response. Pinging is currently not allowed.