

AOP

Costing the Digital Workflow

Digital Charging Methods

- Average Charge by element
- Time spent per element
- Specific Elements charged for
- Detailed retouching as a separate job
- Method of charging
- Average charge

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AOP 2007 Survey
Average costs charged per element over 12 months

Respondents who answered this question	No	%
Yes	378	76%
No	121	24%
Total	499	100%

Elements	up to £50		£50 - £100		£100 - £150		£150 - £200		£200 - £300		£300 - £400		£400 - £500		£500 +		Did Not Respond		Total who answered *	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Device setup	112	30%	22	6%	13	3%	6	2%	8	2%	4	1%	8	2%	7	2%	198	52%	378	100%
Image capture and download	63	17%	40	11%	27	7%	33	9%	29	8%	24	6%	17	4%	44	12%	101	27%	378	100%
Processing images including basic retouching	51	13%	59	16%	50	13%	53	14%	40	11%	24	6%	16	4%	52	14%	33	9%	378	100%
Delivering images	189	50%	46	12%	10	3%	10	3%	7	2%	5	1%	4	1%	9	2%	98	26%	378	100%
Archiving and preserving images	130	34%	26	7%	11	3%	10	3%	5	1%	2	1%	3	1%	9	2%	182	48%	378	100%
Other **	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

* = The web tool has allowed people to answer this question in a way that is inconsistent with the question "Which of these do you generally charge for as specific elements?". ie only 39 respondents said that they generally charged for Device Set-up, whereas above 112 say they charge up to £50 for this as an element.

** = Not given as an option in this question even though was included under the previous question: "Which of these do you generally charge for as specific elements?"

AOP 2007 Survey
Percentage of time spent per element per job

Elements	0% - 25%		26% - 50%		51% - 75%		76% - 100%		Total who answered *	
	Number	%	Number	%	Number	%	Number	%	Number	%
Device setup	485	97%	10	2%	3	1%	1	0%	499	100%
Image capture and download	149	30%	221	44%	104	21%	25	5%	499	100%
Processing images including basic retouching	167	33%	242	48%	61	12%	29	6%	499	100%
Delivering images	485	97%	11	2%	3	1%	0	0%	499	100%
Archiving and preserving images	483	97%	16	3%	0	0%	0	0%	499	100%
Other **	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

* = The web tool appears to have forced people to answer this question, and to ensure that all added to 100% in total. This means that while only 485 people answered the previous question ("Which of these do you generally charge for as specific elements?"), all 499 have answered this one

** = Not given as an option in this question even though was included under the previous question: "Which of these do you generally charge for as specific elements?"

Elements	Average %
Device setup	7%
Image capture and download	40%
Processing images including basic retouching	37%
Delivering images	7%
Archiving and preserving images	8%
Total	100%

**AOP 2007 Survey
Specific Elements Charged For**

Type of work	Which of these do you generally charge for as specific elements?											
	Device setup		Image capture and download		Processing images including basic retouching		Delivering images		Archiving and preserving images		Other	
	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	0	-	23	17%	29	16%	20	15%	4	10%	3	14%
Advertising photography for small/medium size brands and companies	1	8%	19	14%	21	12%	16	12%	6	14%	4	19%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	1	8%	7	5%	14	8%	10	8%	3	7%	0	-
Catalogue and/or brochure photography, mainly products and people	1	8%	12	9%	14	8%	10	8%	3	7%	2	10%
Photo illustration and/or high end editorial work	1	8%	17	13%	17	9%	18	14%	2	5%	3	14%
Architectural and/or interiors photography	1	8%	8	6%	16	9%	10	8%	5	12%	1	5%
High end advertising photography for big well-known brands and companies	4	31%	26	19%	28	16%	12	9%	6	14%	3	14%
Press and other media photography such as news, current affairs, PR and sport	2	15%	10	7%	16	9%	14	11%	3	7%	1	5%
Photographic portraits commissioned by private clients	0	-	5	4%	12	7%	11	8%	6	14%	1	5%
Art photography, for sale to private and corporate buyers	0	-	1	1%	2	1%	1	1%	1	2%	0	-
Other	2	15%	8	6%	10	6%	8	6%	3	7%	3	14%
Total **	13	100%	136	100%	179	100%	130	100%	42	100%	21	100%

Workflow Class (UPDIG v2)	Which of these do you generally charge for as specific elements?											
	Device setup		Image capture and download		Processing images including basic retouching		Delivering images		Archiving and preserving images		Other	
	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	3	23%	17	13%	30	17%	24	18%	6	14%	1	5%
High Volume/Moderately Quick Turnaround	1	8%	47	35%	62	35%	47	36%	16	38%	8	38%
Low Volume/High Quality	6	46%	52	38%	63	35%	41	32%	14	33%	7	33%
High Volume/High Quality	1	8%	12	9%	14	8%	10	8%	3	7%	2	10%
Other	2	15%	8	6%	10	6%	8	6%	3	7%	3	14%
Total **	13	100%	136	100%	179	100%	130	100%	42	100%	21	100%

** This analysis does *not* equal the sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency of work categories)
Respondents can choose more than one of the specific elements, and therefore the 521 actually represents the multiple answers of the 249 people.

AOP 2007 Survey
Detailed Retouching undertaken as Separate Job

Type of work	Do you undertake detailed retouching at pixel level (including detailed colour corrections, body sculpting, transforming and compositing) as a separate job?											
	Always		Usually		Sometimes		Never		Did Not Respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	3	8%	8	21%	16	42%	11	29%	0	-	38	100%
Advertising photography for small/medium size brands and companies	3	10%	10	34%	10	34%	6	21%	0	-	29	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	3	13%	5	21%	8	33%	8	33%	0	-	24	100%
Catalogue and/or brochure photography, mainly products and people	3	16%	2	11%	12	63%	2	11%	0	-	19	100%
Photo illustration and/or high end editorial work	3	11%	6	22%	11	41%	6	22%	1	4%	27	100%
Architectural and/or interiors photography	0	-	8	38%	10	48%	3	14%	0	-	21	100%
High end advertising photography for big well-known brands and companies	9	24%	5	14%	16	43%	7	19%	0	-	37	100%
Press and other media photography such as news, current affairs, PR and sport	1	5%	3	14%	8	36%	10	45%	0	-	22	100%
Photographic portraits commissioned by private clients	1	7%	4	27%	7	47%	3	20%	0	-	15	100%
Art photography, for sale to private and corporate buyers	0	-	1	33%	2	67%	0	-	0	-	3	100%
Other	5	36%	4	29%	2	14%	3	21%	0	-	14	100%
Total *	31	n/a	56	n/a	102	n/a	59	n/a	1	n/a	249	100%

Workflow Class (UPDIG v2)	Do you undertake detailed retouching at pixel level (including detailed colour corrections, body sculpting, transforming and compositing) as a separate job?											
	Always		Usually		Sometimes		Never		Did Not Respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	4	9%	8	17%	16	35%	18	39%	0	-	46	100%
High Volume/Moderately Quick Turnaround	7	9%	22	27%	33	40%	20	24%	0	-	82	100%
Low Volume/High Quality	12	14%	20	23%	39	44%	16	18%	1	1%	88	100%
High Volume/High Quality	3	16%	2	11%	12	63%	2	11%	0	-	19	100%
Other	5	36%	4	29%	2	14%	3	21%	0	-	14	100%
Total *	31	n/a	56	n/a	102	n/a	59	n/a	1	n/a	249	100%

* Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency)

AOP 2007 Survey
Method of charging for detailed retouching as a separate job

Type of work	How do you charge for it?													
	Flat rate		Hourly rate		Per image		megabyte etc.		Other		Did Not Respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	7	28%	13	52%	2	8%	0	-	2	8%	3	12%	25	100%
Advertising photography for small/medium size brands and companies	2	10%	15	75%	2	10%	0	-	3	15%	1	5%	20	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	5	31%	8	50%	3	19%	0	-	0	-	0	-	16	100%
Catalogue and/or brochure photography, mainly products and people	1	7%	10	67%	4	27%	0	-	2	13%	0	-	15	100%
Photo illustration and/or high end editorial work	4	24%	11	65%	1	6%	0	-	3	18%	1	6%	17	100%
Architectural and/or interiors photography	1	6%	13	76%	3	18%	0	-	1	6%	0	-	17	100%
High end advertising photography for big well-known brands and companies	5	19%	13	50%	7	27%	0	-	4	15%	1	4%	26	100%
Press and other media photography such as news, current affairs, PR and sport	4	36%	4	36%	3	27%	0	-	1	9%	0	-	11	100%
Photographic portraits commissioned by private clients	4	36%	4	36%	3	27%	0	-	1	9%	0	-	11	100%
Art photography, for sale to private and corporate buyers	0	-	1	33%	2	67%	0	-	0	-	0	-	3	100%
Other	1	13%	5	63%	1	13%	0	-	3	38%	1	13%	8	100%
Total **	34	n/a	97	n/a	31	n/a	0	n/a	20	n/a	7	n/a	169	100%

Workflow Class (UPDIG v2)	How do you charge for it?													
	Flat rate		Hourly rate		Per image		megabyte etc.		Other		Did Not Respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	9	33%	12	44%	6	22%	0	-	1	4%	0	-	27	100%
High Volume/Moderately Quick Turnaround	13	23%	32	57%	7	13%	0	-	6	11%	4	7%	56	100%
Low Volume/High Quality	10	16%	38	60%	13	21%	0	-	8	13%	2	3%	63	100%
High Volume/High Quality	1	7%	10	67%	4	27%	0	-	2	13%	0	-	15	100%
Other	1	13%	5	63%	1	13%	0	-	3	38%	1	13%	8	100%
Total **	34	n/a	97	n/a	31	n/a	0	n/a	20	n/a	7	n/a	169	100%

** Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency of work categories)

Sample is further reduced as the question about charging is a follow up to the one about whether detailed retouching is done as a separate job, and therefore not all 249 respondents we could analyse will have answered this question

AOP 2007 Survey
Charges for Detailed Retouching Done as Separate Job

Type of work	How much do you charge for it?																			
	up to £50		£50-£100		£100-£150		£150-£200		£200-£300		£300-£400		£400-£500		£500 +		Did Not Respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Portrait, documentary or location photography commissioned by business/organisations e.g. for annual reports and company profiles	7	28%	10	40%	4	16%	1	4%	0	-	1	4%	1	4%	0	-	3	12%	25	100%
Advertising photography for small/medium size brands and companies	5	28%	9	50%	1	6%	2	11%	1	6%	0	-	0	-	2	11%	3	17%	18	100%
News/current affairs, PR, and events photography for business clients or their agencies for publication in business and consumer magazines and other media	1	8%	6	50%	3	25%	3	25%	1	8%	0	-	1	8%	0	-	1	8%	12	100%
Catalogue and/or brochure photography, mainly products and people	5	33%	9	60%	0	-	1	7%	1	7%	0	-	0	-	0	-	1	7%	15	100%
Photo illustration and/or high end editorial work	5	33%	6	40%	2	13%	1	7%	3	20%	1	7%	0	-	0	-	2	13%	15	100%
Architectural and/or interiors photography	4	22%	10	56%	4	22%	0	-	0	-	0	-	0	-	0	-	0	-	18	100%
High end advertising photography for big well-known brands and companies	2	12%	7	41%	3	18%	2	12%	1	6%	1	6%	1	6%	9	53%	4	24%	17	100%
Press and other media photography such as news, current affairs, PR and sport	4	44%	5	56%	0	-	3	33%	0	-	0	-	0	-	0	-	0	-	9	100%
Photographic portraits commissioned by private clients	3	27%	6	55%	2	18%	0	-	0	-	0	-	0	-	1	9%	0	-	11	100%
Art photography, for sale to private and corporate buyers	1	33%	2	67%	0	-	0	-	0	-	0	-	0	-	0	-	0	-	3	100%
Other	1	10%	2	20%	3	30%	0	-	0	-	1	10%	0	-	0	-	4	40%	10	100%
Total **	38	n/a	72	n/a	22	n/a	13	n/a	7	n/a	4	n/a	3	n/a	12	n/a	18	n/a	153	100%

Workflow Class (UPDIG v2)	How much do you charge for it?																			
	up to £50		£50-£100		£100-£150		£150-£200		£200-£300		£300-£400		£400-£500		£500 +		Did Not Respond		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
High Volume/Quick Turnarond	5	24%	11	52%	3	14%	6	29%	1	5%	0	-	1	5%	0	-	1	5%	21	100%
High Volume/Moderately Quick Turnaround	15	28%	25	46%	7	13%	3	6%	1	2%	1	2%	1	2%	3	6%	6	11%	54	100%
Low Volume/High Quality	12	23%	25	47%	9	17%	3	6%	4	8%	2	4%	1	2%	9	17%	6	11%	53	100%
High Volume/High Quality	5	33%	9	60%	0	-	1	7%	1	7%	0	-	0	-	0	-	1	7%	15	100%
Other	1	10%	2	20%	3	30%	0	-	0	-	1	10%	0	-	0	-	4	40%	10	100%
Total **	38	n/a	72	n/a	22	n/a	13	n/a	7	n/a	4	n/a	3	n/a	12	n/a	18	n/a	153	100%

** Based on a sample size of 249 out of total sample of 499 (after data cleaning to ensure consistency of work categories)
Sample is further reduced as the question about charging is a follow up to the one about whether detailed retouching is done as a separate job, and therefore not all 249 respondents we could analyse will have answered this question