

Veer Marketplace All SnapVillage Contributors FAQ

1) What is Veer?

Veer (www.veer.com) is a one-stop resource for designers and art directors looking for a creative edge, offering quality, contemporary photography, illustration and type. Veer's commercially relevant content is licensed globally for advertising, print, web, corporate communications, and publishing use. It has a large, established, global customer base, strong brand loyalty and an industry-leading website.

2) What is Veer Marketplace?

Veer Marketplace is Veer's new microstock offering, created to meet customer demand for a broader range of content and prices. Starting in late February, you can visit Veer Marketplace at veer.com.

3) How is Veer connected to SnapVillage?

Veer and SnapVillage are both image brands under the flagship brand of Corbis.

4) What's happening to SnapVillage?

We have learned a lot from SnapVillage, and we recognize that as the market has rapidly evolved over the past two years, we need a bigger, better offering to achieve success in microstock. Moving forward, SnapVillage will be rolled into a new microstock offering on Veer, called Veer Marketplace. Veer is a highly successful stock agency specializing in creative rights managed (RM) and royalty free (RF).

In the months ahead, we'll be inviting SnapVillage contributors and customers to Veer Marketplace. Once Veer Marketplace is launched and fully operational, it will become Corbis' only microstock brand and SnapVillage will be phased out by the end of the year.

5) When will Veer Marketplace launch?

Veer Marketplace will launch in two phases, Phase 1 in late February and Phase 2 in spring/summer of 2009. With the Phase 1 launch in late February, Veer will launch a small sampling of low priced microstock images to its customers. The Phase 2 spring/summer launch will feature a more robust microstock site including images, type and illustration based on a credit-based and subscriptions microstock business model. Contributors will be able to upload their images to Veer Marketplace at that time.

6) How will Veer Marketplace be different from SnapVillage?

The teams at Corbis and Veer have looked closely at both the successes and challenges of SnapVillage and applied this knowledge to ensure that Veer Marketplace will offer both contributors and customers a richer experience and differentiated offering than competitors in the industry.

While we can't reveal our hand prior to the full launch - we've started by ensuring that Veer Marketplace will have efficient and robust upload tools designed to make submitting content to the collection a pleasant experience. Besides an overall expanded feature set, Veer Marketplace will be connected to the existing Veer.com community of creatives, and showcase the high-quality user experience and beautiful interface design that Veer is known for. Besides leveraging the built-in Veer.com community, Marketplace will be supported by Veer marketing initiatives designed to attract buyers hungry for high-quality content at lower price points.

7) Can I still submit content to SnapVillage?

Yes, please do. Until Veer Marketplace launches its own upload tool in spring/summer 2009, the Veer team will continue to source images from SnapVillage.

8) What does this mean for you?

The Veer Marketplace team is currently transitioning contributors from SnapVillage to Veer Marketplace. It will take time so please bear with us. By spring/summer you'll have the chance to sell your work to a whole new crowd of people and become part of the Veer community.

9) What are Veer Marketplace's image prices?

For the Phase 1 late February launch, Veer Marketplace will offer images at industry standard pricing rates ranging from \$1 for extra small images up to \$20 for extra large images. Veer Marketplace will not offer the SnapVillage contributor-priced model of Pick Your Own Price. For the Phase 1 February launch, the Marketplace pricing is as follows:

Prices	USD	CDN	EUR	GBP
XSmall	\$1	\$1	€ 1	£1
Small	\$3	\$4	€ 3	£2
Medium	\$5	\$7	€ 4	£4
Large	\$10	\$14	€ 8	£7
XLarge	\$15	\$21	€ 12	£11
XXLarge	\$20	\$28	€ 15	£14

When the Phase 2 Veer Marketplace launches, image pricing will transition to a credit-based pricing and subscriptions model. We'll provide more details about this as we get closer to the date.

10) How can Veer Marketplace license and also change the pricing of my images under my contract with SnapVillage? Do I sign a new contract with Veer now?

SnapVillage and Veer Marketplace are part of the Corbis network of brands. Under the terms of the SnapVillage agreement, Corbis may offer SnapVillage images on other websites within its network, and image prices may be set by Corbis on those websites. So there's no need to sign a new contract with Veer.

11) Will my royalty rate be the same as it was on SnapVillage?

During Phase 1 and once your content is transitioned, your royalty rate will remain the same on Veer Marketplace. During Phase 2 in the spring/summer, when we launch the full microstock offering, the royalty structure will be aligned with the credit-based pricing and subscription model and those details will be available closer to that timeframe. We think you'll like what you see but as always, there's no obligation to participate.

12) If my images aren't transitioned right away during Phase 1 can I upload them to Veer Marketplace anyways?

Veer Marketplace will have upload capabilities in spring/summer 2009. If your images aren't transitioned prior to that date, you are welcome to register and upload your content at that time.

13) What if I don't want my images to be on Veer Marketplace?

No obligation, but of course we'll be disappointed if you don't want to be considered for the Veer Marketplace. We think you'll be missing out on a great new opportunity to sell your images to a new audience as well as become part of the dynamic and creative Veer community. If you receive a Veer Marketplace welcome message but you don't want to participate, please

contact us at marketplacesubmissions@veer.com. Fair warning - we'll likely try to change your mind!

14) I have friends who will be interested in this opportunity. Where can I send them?

Tell all your friends that Veer Marketplace will have upload capabilities for new content in spring/summer 2009. For the next three months, you can direct everyone to the submissions page on veer.com where they can submit their contact information and find further details about Veer Marketplace.

15) I have questions. Who do I contact?

Please email marketplacesubmissions@veer.com if you have any questions.

16) Where is the Veer Marketplace office?

Veer Marketplace is based out of Corbis' Canadian office in Calgary.

Our address is:

Suite 400

119-14 St. NW

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