



# Imaging Revenue Report



**Total billed**                    **\$33,242.50**

**Received (to date)** **\$18,660.00**

(June 2010 – June 2011)

**Total NDSF requests = 72**

    Commercial use requests = 49

    Educational use requests = 23

(Total image requests to WHOI (NDSF and non-NDSF = 120)

Total still images licensed = 69

Total video licensed = 1180 seconds (19.6 minutes)

**Textbook Requests for NDSF images**

N = 36

**Museums requesting NDSF stills/video**

Museum Victoria, Mystic Aquarium, Newport Harbour Nautical Museum, UK

Natural History Museum

**Networks airing programs using NDSF footage**

Animal Planet, BBC, Discovery Channel, History Channel, National Geographic,

NBC, NHK (Japan), PBS – Miami, PBS – NOVA, ZDF/Germany



# Imaging Copyright and Attribution Credit for Video



## **Goal: to acknowledge PI institutions (and others at discretion of Chief Sci) when dive video is used**

A new section has been added in Dec 2010 to the Cruise Data Receipt and Protection Assignment form. Current wording is as follows:

### ***Outreach***

***WHOI retains copyright on imagery collected using an NDSF vehicle (exception: OOI program cruises). Chief Scientist, please list below the institutions that should receive acknowledgement when cruise data, e.g., video is used for public outreach and in public media.***

### **WHOI Media Relations has suggested new wording:**

*Principal Investigators may use their discretion in distributing archivable images and data for non-commercial use, or they may refer outside requests for such material to WHOI. Rights for commercial use of imagery data from NDSF vehicles are vested in WHOI (exception: OOI program cruises) and require licensing through WHOI. Chief Scientist, please list below the institutions that should receive acknowledgement when cruise data, e.g., video is used.*

The entries made in this section will be passed on to licensees of video, accompanied with a request for acknowledgement of the listed institutions.



# *Imaging Copyright and Attribution* **Credit for *Alvin* Internal Stills**



**Goal: credit to person who captured a licensed photo from within the sphere**

***Current:***

- Dive crew position assignments are in dive metadata
- Photos are tagged in archive by source camera

***Future:***

- Three cameras in sphere, one for each dive crew position

***Options:***

- 1.Assign cameras to in-sphere positions
- 2.Camera tag in archive -> position -> dive metadata -> name

Caveat: *Alvin* pilots are dubious that assigning cameras to positions will be successful.