

## Zoonar

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Review By Steve Gibson

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### Our Review:

Zoonar have grabbed my attention not because they are (yet another) new start-up [microstock](#) [5] site but because of the services they offer the photographer. Along with building their own image collection of both micro and [macrostock](#) [6] priced images they also allow photographers to distribute content to several partner agencies. The content distribution service is different from that offered by the (now closed) image and video [syndication](#) [7] service [isyndica](#) [8] in that images are distributed for sale with partner sites without the need for contributors to be a member of those sites, payment is made directly into your zoonar account.

At the moment zoonar have partnered around a dozen photo agencies including fotofinder and alamy, the current choice of distribution partners favors images priced at a macrostock price level, although zoonar offer images over three price ranges "microstock" "standard" and "premium" to buyers on their site. Photographers can sell images at either [rights managed](#) [9] (not for microstock) or [royalty free](#) [10].

The site works reasonably well, There are a few rough edges especially around internationalization with the occasional German tool-tips and navigation appearing when viewing the site in English.

Although zoonar have been in business since 2006, it's only in 2010 that they completely reworked their website to attract microstock contributors.

Comparison price represents 1 image download at 3 euros. Small images start at 2 euros and are generously sized for that price point.

## Opinion

I've uploaded a portfolio of images to zoonar, mainly to evaluate sales from the now closed/closing polylooks. I can't help but get the feeling that zoonar is trying to be too many things at once. I really like the idea of mixed pricing on one site. We have yet to see an agency really make it work for contributors.

I understand that zoonar is currently in a position to attract photographers to grow an image collection, but at 1.2 million images at time of writing it's beyond me why they feature their 'camera lexicon' buyers guide so prominently, fine as part of the photographers area, but of little interest to buyers.

Site search needs some bit improvements, a search for "cow" reveals more than 3000 images, but by page two we have pictures of a ladybird, a piece of raw steak, a grey seal, a straw hat, a cheeseboard and a giraffe, while some of these might feature the related word 'calf' or involve some

kind of dairy products or cowboys it looks like either translation from original German descriptions or some tuning might be needed here. Search is a hard thing to get right for a picture agency.

Features like "my picture shop" which allows you to setup your own custom themed mini site within zoonar is a great idea for someone working in a niche or to create custom styled landing pages; at the moment the execution is just a little lacking, price negotiation again is good for certain areas of stock image sales, but certainly not for microstock - it leads to that 'jack of all trades' feeling from zoonar. I'm watching zoonar's progress with interest, they have some good and innovative ideas, and it would be unfair of me to penalize the site for being complicated just because it includes a range of features for stock photographers shooting at a range of prices outside of microstock. When well thought-out sites with polished user experience fail to grow a market share it makes me hesitant from a microstock standpoint about a site like this, until I see some sales or more distribution partners accepting budget priced images I'm leaving this review open ended.

**Site Details****Media Types (in addition to RF Images):** This site accepts glamour photography ([sort by agency](#) [11])

**Real US\$ Cost of 1 Standard Image:** 5 ([compare prices](#) [12])

**Referral Scheme:** 10% of buyers and photographers revenue for 1 year ([compare rates](#) [13])

**Cost of a standard image (1600x1200) 2MP approx:** 5 Credits

**Royalty Rate:** base of 50% of revenue up to 80% of revenue either ranked by uploads or overall sales value. Partner site revenue varies. ([compare](#) [14])

**Cost of 1 Credit (basic):** \$ 1

**FTP Upload:**

Address: <ftp://ftp.zoonar.com> [15] Username: see site for activation

**Site Statistics****Approx. size of photo collection (0 = no current estimate):** 3600000

Images ([compare](#) [16])

**Alexa Traffic Rank:** 484221 (a measure of the site popularity, lower number is better)

**Alexa 3 Month Change:** 98200% (measurement of the increase of site popularity compared with three months ago, negative is a decrease)

**Launched:** 2010

**Overall Rating:** Review in Progress

<p>site started by Michael Krabs</p> <p>&nbsp;Hello,<br /> <br /> Zoonar has completely reworked its website, maybe you like to post it in your blog...<br /> <br /> Picture Agency Zoonar relaunches website<br /> The Hamburg based picture agency Zoonar has completely reworked its website. Apart from a modern design, Zoonar now also sells vector graphics and offers photographers FTP upload and an automatic picture transfer to our content partners.<br /> Also new is the merchandising licence which allows customers to easily licence photos for use for commercial products.<br /> <br /> Zoonar offers its customers photos at three different price categories. Budget friendly mixed calculations where you can choose between microstock, standard and premium prices are possible. At the moment, we offer more than 450,000 photos at microstock price category, with prices starting at 2 euro. The premium price category includes more than 250,000 pictures by known professional photographers.<br /> <br /> <a target="\_blank" href="http://www.zoonar.com/">www.zoonar.com</a><br /> <br /> Company profile<br /> The Hamburg &nbsp;based picture agency Zoonar distinguishes itself by an exceptional variety in licencing, pricing and content. Customers find almost all price categories and licences customary in the market. Photographers can freely split up their pictures between different licences and price categories and they receive commission rates of up to 80%.<br /> <br /> Press contact<br /> Zoonar GmbH<br /> Borselstrasse 3<br /> 22765 Hamburg<br /> <a target="\_blank" href="mailto:info@zoonar.com">info@zoonar.com</a><br /> <br /> <br /> We gladly offer you logos, screenshots, interviews and photos for free for news articles and blog entries.<br /> <br /> --<br /> REDAKTION<ans>SCHRIFT:<br /> (auch f&uuml;r Belege und Honorarabrechnungen)<br /> Zoonar GmbH<br /> Borselstrasse 3<br /> 22765 Hamburg<br /> Tel.: 040 - 390 92 91<br /> <br /> FIRMEN<ans>SCHRIFT:<br /> Zoonar GmbH<br /> c/o BREHM & v. MOERS<br /> Deichtor-Center</p>

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