

FIG uses zensario.ImagePool

Worldwide cross-linked image management



The Fédération Internationale de Gymnastique (FIG), as the international gymnastics association, is the governing body for around 50 million gymnasts in 129 national federations. The association is located at the top of a huge network. Its task is to promote the members and to guarantee a smooth flow of information. On top of that, the FIG regularly organizes international sport events. During these events, a lot of sport photographers take pictures of the best moments, the greatest efforts, and the deepest emotions of the gymnasts as well as the visitors.

Since the 41st International Gymnastic Championships 2009 in London, the FIG uses zensario.ImagePool. Herewith, the organization presents a new, appropriate online portal with sustainable picture reportage for the masses. The photographers upload their images into the portal. Picture editors view the assets, tag them in English, German and French and sort them in different categories. The FIG benefits from a central platform, which allows decentralized jobs and reactions and, therefore, meets the international requirements.

Additionally, the FIG uses the collected data internally to produce their association magazine, for marketing purposes, as well as for the TV team. „The multilevel rights and role system in zensario.ImagePool enables us to centrally manage all image data. Furthermore, zensario.ImagePool automates billing and licensing. So the administrative effort is very economical. Moreover, the system is easy to understand for our employees and visually attractive, Philippe Silacci, Media Operation Officer of the FIG, sums up the advantages.

In their role as a service provider for the federations, the FIG offers them limited image quota free of charge. Now, even federations with few financial opportunities are able to professionally report about gymnastic sports in their country. The platform increases equality and enables broad reportage and documentation of the gymnasts in public. In addition, the photo material is provided for display and sale to the federations, the press, and fans throughout the world. Pressmen as well as fans can safely purchase different kind of licenses of the images online.

The use of zensario.ImagePool means to move up with the times for the FIG and to contemporarily communicate with the audience. The zensario GmbH has totally convinced the FIG with their product. The association is going to use the portal in the future to manage and present the image reportages about international events. On top of that, the FIG is integrating the images of past events, too. Besides the world championships in gymnastics, you can already find impressive pictures of the Olympic Games 2008 in Beijing and the world championships in rhythmic gymnastics in Mie/ Japan on www.fig-photos.com.

International challenge**Central online archive****Efficient and simple****FIG as service provider****Successful prospect**