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500px announces Creative Commons licensing options; provides photographers with more flexibility to share work

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Toronto, November 16, 2012. For artists and creators, copyright is often a challenge because on one hand they want to protect their work and on the other they'd like it to spread.

[500px](#), the premium photo sharing platform, has just announced it's rolling out Creative Commons licensing that gives its photographers more options to let others share and reuse their work. This opt-in program provides the 500px community with greater flexibility on usage, photo attribution and additional sharing opportunities.

Creative Commons is well known as a global nonprofit organization that enables sharing and reuse of creativity and knowledge through the provision of free legal tools.

The Creative Commons copyright licenses and tools forge a balance inside the traditional "all rights reserved" setting that copyright law creates. Creative Commons tools give everyone from individual creators to large companies and institutions a simple, standardized way to grant copyright permissions to their creative work.

'While our platform still defaults to full copyright protection as it always has, we want to give our photographers as much flexibility as possible to spread their work and build their profiles and businesses,' says [Oleg Gutsol](#), CEO, 500px. 'Our move to offer Creative Commons licensing is another way we are providing additional services and value to meet the needs of our growing community.'

With tens of millions of high quality professional photos potentially now available through Creative Commons, 500px is planning for the increased traffic from bloggers, publishers and media outlets that have been clamoring to get at the content for several years.

'We have built content search by keywords and applicable license right into the platform functionality,' says Gutsol. 'Our hope is that this targeted search makes it seamless for people to find the content they are looking for.'

With this rollout, 500px joins the ranks of other prominent rich media communities such as Vimeo, SoundCloud, YouTube and Flickr who already have Creative Commons in place.

"500px is a great addition to the family of CC-compatible media platforms," Creative Commons CEO Cathy Casserly said. "500px caters to a talented and intelligent community of photographers, just the sort of users we're always excited to see licensing their work under CC. I'll be curious to see how creative people everywhere reuse and remix the work of 500px photographers."

About 500px

[500px](#) is a premium photo sharing platform for aspiring and professional photographers. It is powered by creative people worldwide and lets you discover, share, buy and sell inspiring photos. 500px was founded in late 2009 by two acclaimed photographers and entrepreneurs, Oleg Gutsol, CEO and Evgeny Tchebotarev, COO, and has grown to become the premier platform with the highest quality photography worldwide. For more information, please visit the [500px newsroom](#).

About Creative Commons

Creative Commons (<http://creativecommons.org>) is a globally-focused nonprofit organization dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. Creative Commons provides free licenses and other legal tools to give everyone from individual creators to large companies and institutions a simple, standardized way to grant copyright permissions and get credit for their creative work while allowing others to copy, distribute and make specific uses of it. For more information, visit <http://creativecommons.org/>.

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