

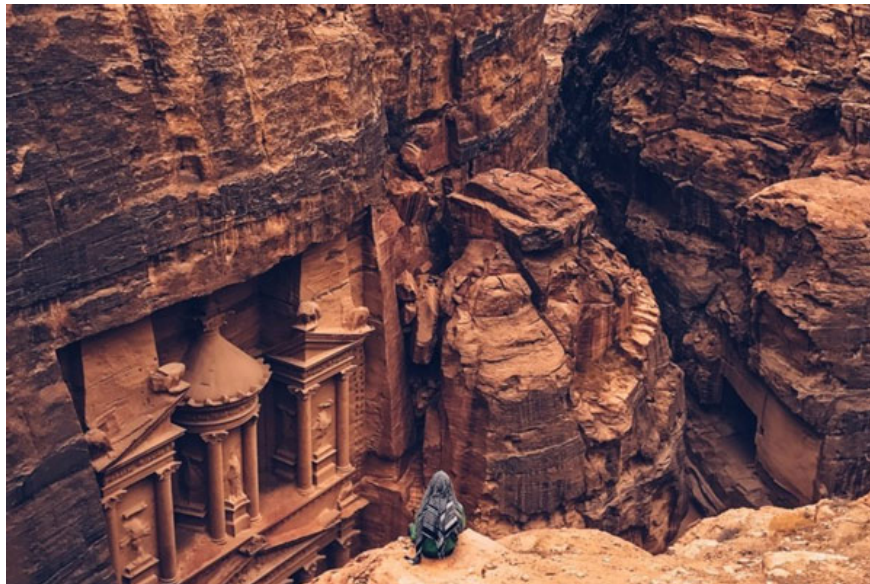
# Apple plans to use the image of a user in a global photo contest but fails

Apple currently holds a global iPhone photo contest, 'Shot on iPhone Challenge', for all users. The competition takes place from January 22 to February 7, there is no limit to the topic, just shooting with the iPhone is fine.

Apple is currently hosting an iPhone photo contest worldwide 'Shot on iPhone Challenge', for all users. The competition takes place from January 22 to February 7, there is no limit to the topic, just shooting with the iPhone is fine.

Anyone over 18 can join the competition. To join, you just need to follow Apple on Instagram and Twitter, then post your profile page in public mode, accompanied by hashtag #ShotOniPhone and the name of the phone. For users in China, they just need to post photos to Weibo with hashtag # ShotOniPhone #.

Or you can also send high-resolution images directly to [shotoniphone@apple.com](mailto:shotoniphone@apple.com) account with the file name set to the form 'username\_modeliPhone'.



A photo taken with iPhone on Apple's Instagram account.

11 judges will choose 10 best photos. However, if you want to join the trip to be able to win up to tens of thousands of dollars, you will be disappointed. By awarding for winning photos is going to be used in Apple's advertising campaign. The photos will be hung on large billboards in many cities, displayed at Apple Store stores around the world, shared on Instagram and introduced on its official website.

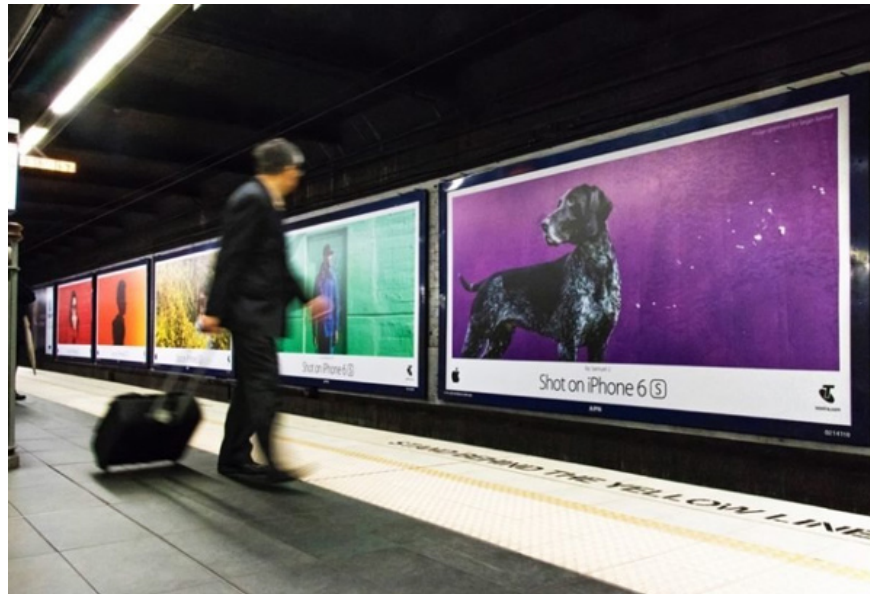
The reward for the winner is only fame, absolutely no material value. This is a fun competition, the bonus is 0.

For more details about the rules of the contest, you can visit the link below.

[https://www.apple.com/newsroom/pdfs/iPhoneChallengeRules\\_011819\\_1907.pdf](https://www.apple.com/newsroom/pdfs/iPhoneChallengeRules_011819_1907.pdf)

### Update:

After Apple announced the 'Shot on iPhone' photography competition, many artists and users from all over the world gave negative feedback on the bonus terms of 0 while their photos were used for its advertising campaigns. The photography community expressed dissatisfaction because their work was used by a big company like Apple.



In response to these complaints, Apple changed the contest terms. In the latest update, Apple decided to charge an unspecified copyright fee to all winning photographers to use their photos on ads and other marketing channels.

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