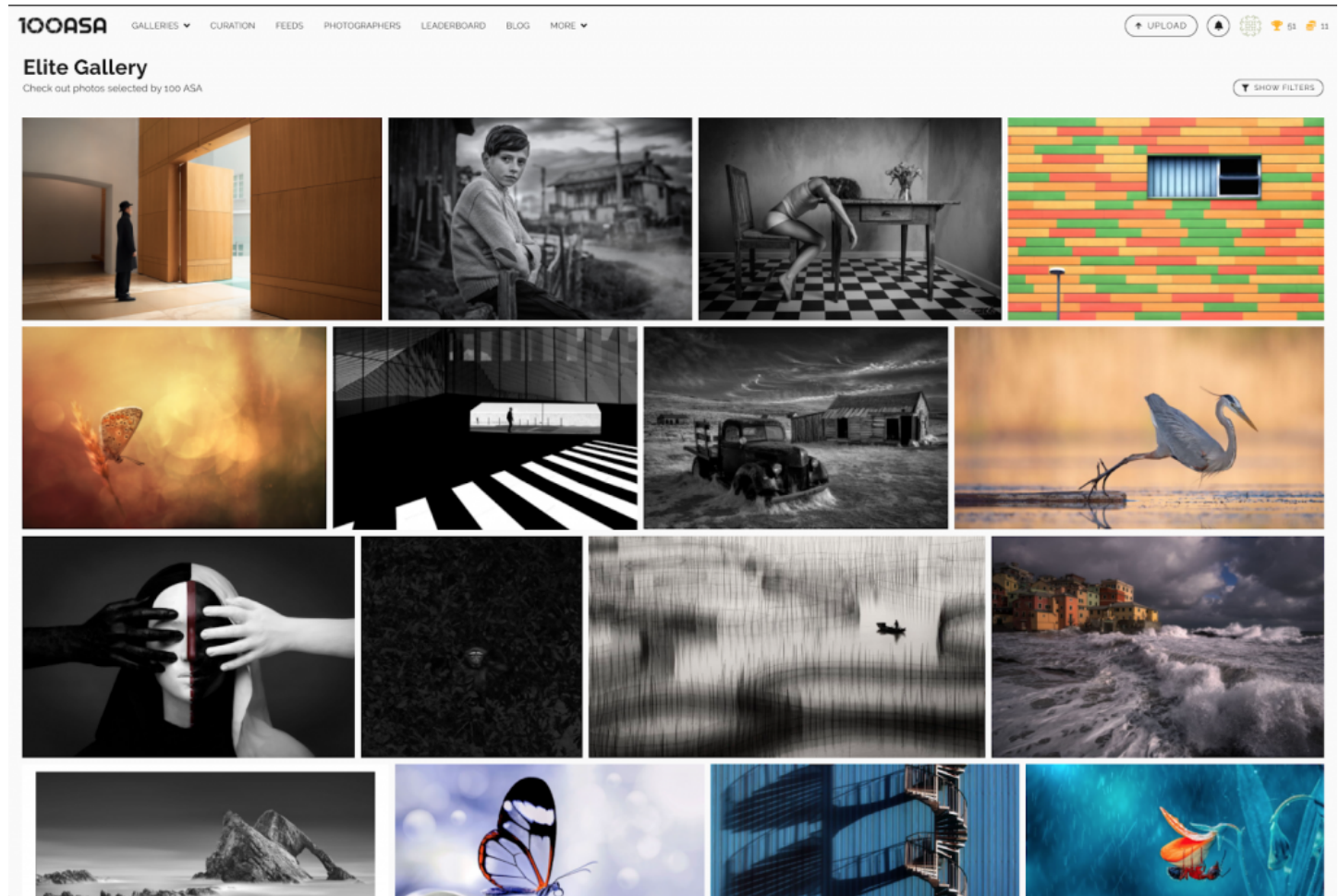


Is 100 ASA the Answer to Properly Showcasing Photographers Work?

Many believe social media platforms are a necessary part of a photographer's workflow. Unlike a website, image hosting sites offer the photographer a chance to engage with their audience and gain valuable tips and insights into their work.



United Kingdom, London, Feb 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - Many believe social media platforms are a necessary part of a photographer's workflow. Unlike a website, image hosting sites offer the photographer a chance to engage with their audience and gain valuable tips and insights into their work. However, the largest percentage of images receive no feedback at all. A 'thumbs up', a 'like' or 'good job' offers no help to the photographer.

Two photographers understood the problems with other image hosting services and created [100 ASA](https://www.100asa.com). Their photography platform idea was not only to encourage curating but make it the only way for photographers to show their professional images.

There are many platforms where photographers can upload images to gain likes and comments, and it is a popularity contest but in an unfair way. Instagram seemed to gain a 'comment to gain likes' mentality, where fake accounts can be created to push the popularity of each image. Money and white hat techniques allow the tables to be stacked against the ethical photographer.

100 ASA goes a long way to remove this unfairness by removing the idea of financial advantages, ensuring that those curating and showcasing the best images gain reputation. They do this through necessary curation and an algorithm system that rewards thought out comments that help others progress with their work.

Their unique system allows photographers to rate the work their own images will be seen next to. Imagine having a group exhibition where everyone has an equal part in deciding the selection. The importance is placed completely on the content. It will become an image hosting service that clients will come to in droves, looking for the best quality photography possible, instead of sifting through millions of images on poorly curated images on other platforms.

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Source : 100ASA Ltd.

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