



{ BnF

## IFLA International Newspaper Conference

“Newspaper Digitization and Preservation.  
New prospects.  
Stakeholders, Practices, Users and Business Models”

11-13 April 2012  
BnF, Paris

With the support of:



**Isako**

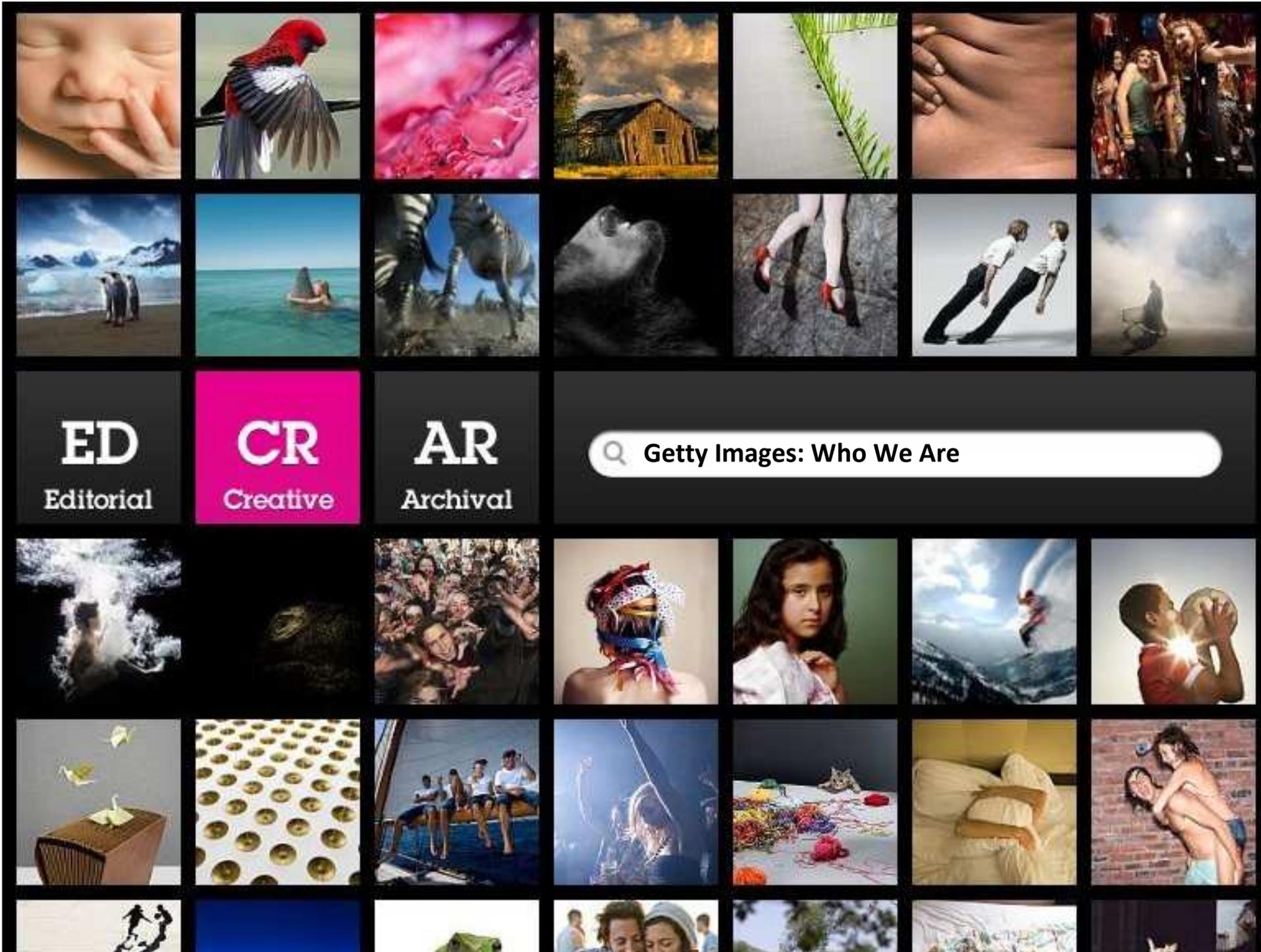
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**PLANMAN**  
TECHNOLOGIES



diadeiS  
groupe numeris



ED

Editorial

CR

Creative

AR

Archival



Getty Images: Who We Are

# Global Presence

- First company in our industry to take our business completely online
- Founded in 1995 , with 25+ offices worldwide  
1,950 employees
- Publicly traded for 12 years. Taken private in July 2008, via \$2.4 billion transaction with Hellman & Friedman
- Selling into over 100 countries and 1.3 million businesses

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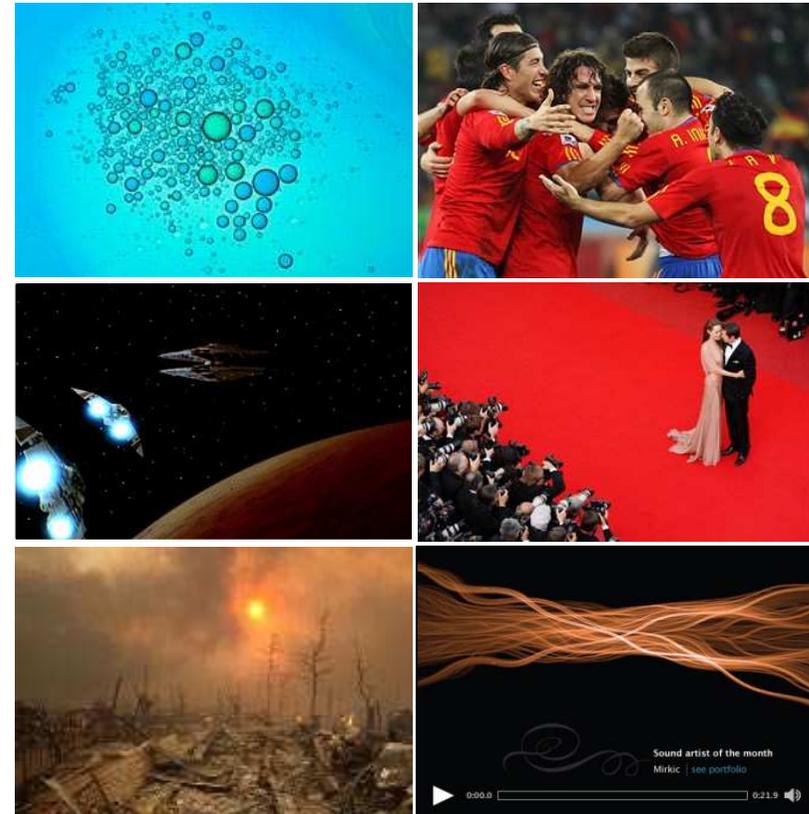
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by Getty Images

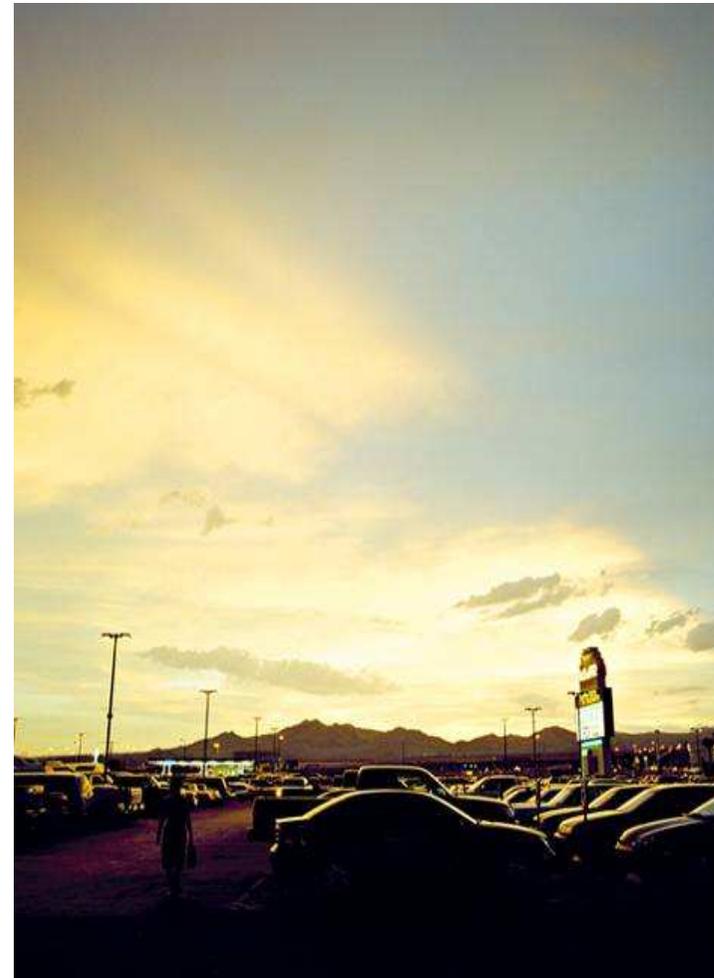
# Getty Images is the world's leading digital content provider

- Comprehensive best-in-class offerings
  - 50+ million images: Creative and Editorial
  - Video: Over 11,000 hours of Creative and Editorial video
  - Music: over 150,000 music tracks
  - Global network of over 100 staff photographers
  - 24 hour picture desk
  - Image Recognition and Rights Management



# Who we work with

- Advertising and design agencies - from international ad agencies to small design shops and individual freelancers
- Media - from the world's largest media companies to small individual websites and niche publications
- Corporations - from multi-national companies to small independent companies
  - Financial services
  - IT/telecom companies,
  - Governmental
  - Pharmaceutical
  - Sports leagues & governing bodies



# Creative Stills & Video

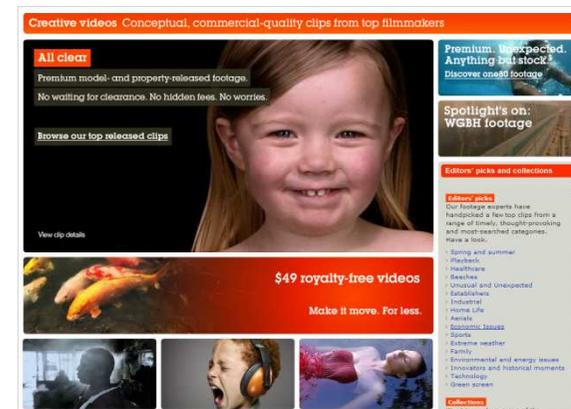
- Over 2.6 million images
- Plus 4.6 million photo, illustration, video files on iStockPhoto
- 3<sup>rd</sup> party rights clearances and research services

- Largest collection of model / property released video globally
- 150,000+ digital clips – archival to contemporary
- Partnerships: Universal Studios Warner Bros. Entertainment, Discovery FootageSource, plus 21 RF collections



# Creative Research

- Using market, trend and sales analysis, our global Creative Research team:
  - Studies consumer and social behaviors that affect visual trends in media
  - Ensures customers have compelling images, relevant to their needs
  - Acts as a visual communications consultant to corporate, agency and media companies around the world







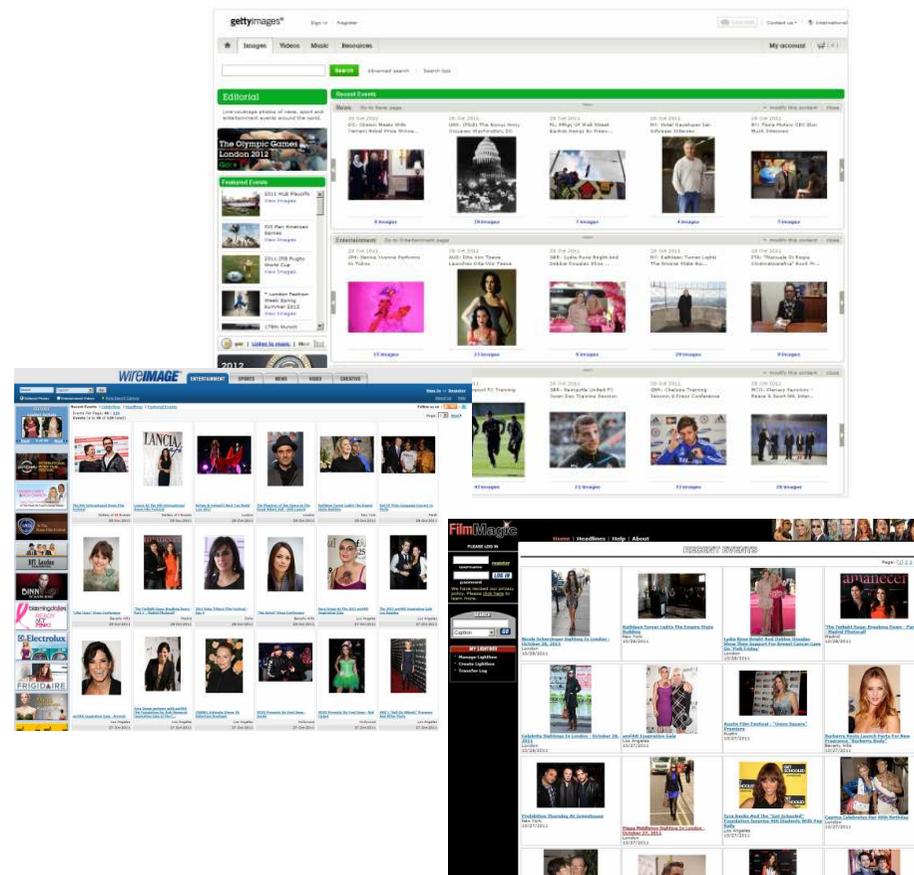
# Editorial Stills & Video

New Yorkers stand motionless and silent  
onboard the first Staten Island ferry to approach  
Manhattan  
after the World Trade Center attack, September 11, 2001.  
57408679, Tom Stoddart/Hulton Archive

# Editorial Coverage

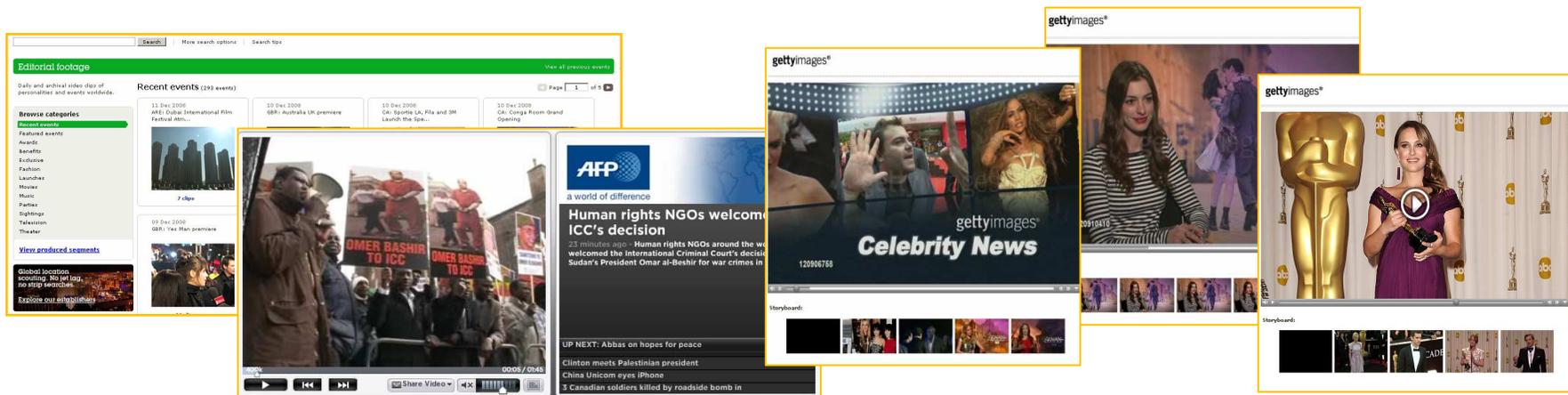
Comprehensive coverage:

- **News & Sport** - Award-winning photojournalists (e.g. Pulitzer Prize and World Press Photo); official photographer for over 50 sports leagues and governing bodies
- **Entertainment** - Exclusive access to top celebrities and entertainment events
- **Archival** – over 70 million archival photos e.g. Time & Life Pictures, Sports Illustrated, Michael Ochs Archive



# Video & Multimedia

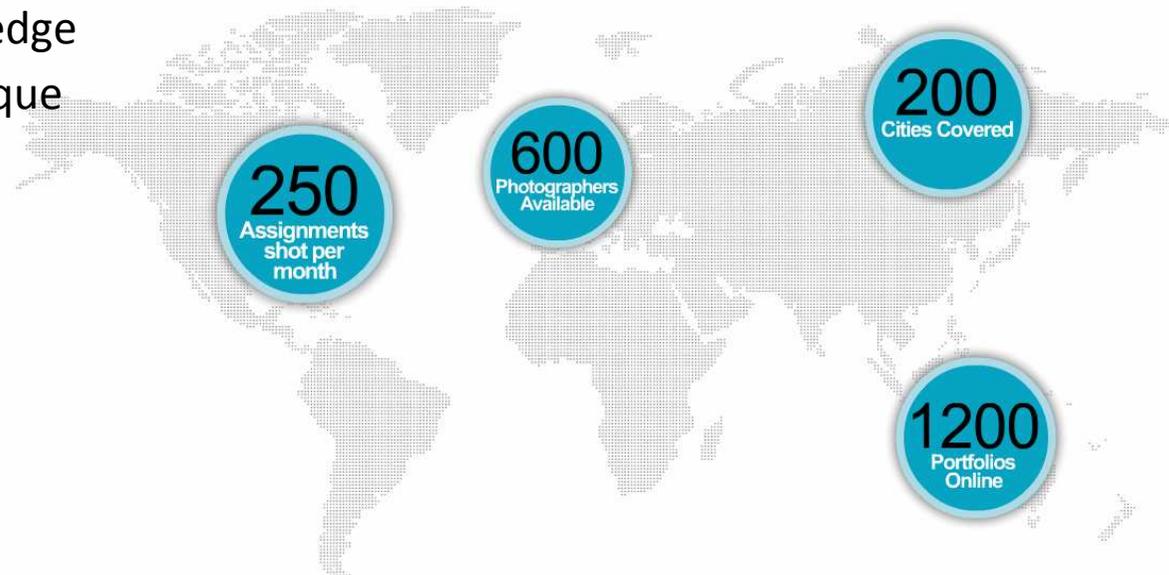
- 180,000 clips dating to 1985
  - Over 3,000 hours of video
  - 5,000+ events
  - Annual coverage of 1,300+ events
- White-label and branded products
  - Celebrity profiles, biographies, and event news capsules produced in-studio daily
  - Hosted or voiced-over fashion and entertainment week-in-review
  - Graphics, music and talent cleared for all media



# Assignments

Global coverage, local knowledge

- Top Photographers and unique perspectives covering:
- Entertainment
- Portraiture
- Creative



**double**  
by Getty Images

Our Double assignment team represents an elite team of artists with the experience, talent, and passion to deliver the best performance and results for your needs. Whether it's creating content for marketing campaigns, editorial, or social media, our Double team is ready to take your project to the next level.

Discover the best creative talent behind the camera, bringing the best results to your brand.

Contact your nearest Double office for more information.  
Or visit our site to find a photographer for your project.

**reportage**

Reportage is home to some of the world's most powerful photographers, awarded by world-renowned organizations and agencies. Our award-winning photographers and emerging talent, led by their authentic images and deep features that address the major issues of our day, are all photographers you can rely on for assignment work, bringing their unique perspectives to your commissioned images.

Contact your Reportage team or editor for more information.  
Or visit our site to find a photographer or license images.

**GAartists**

Our editorial assignment team, GAartists, features a roster of award-winning photographers chosen for the unique vision and creativity they bring to their work - and ours. And to make your assignment as easy as possible, we can provide more talent, with our photographers, here and in-house production teams handling everything from concept to post-production.

Contact your nearest GAartists office for more information.  
Or visit our site to find a photographer for your project.

**Global Assignment**  
by Getty Images

When you have your assignment needs, look to our Global Assignment service. We've got a global of top photographers, video, and motion graphics talent, with the local knowledge essential to getting off on the best content shot. Whether for print or advertising, editorial, corporate or educational, we can provide the best assignment team to meet your needs.

Contact your nearest Getty Images office for more information.  
Or visit our site to find a photographer for specialty or location.

Technology and the Platform

# Daylife

- Getty Partnership
- Powerful content publishing tools
- Dynamic content:
  - Reduced costs
  - Complete control
  - Increased SEO



# PicScout Connect

The world's largest index of image fingerprints and metadata – making images on the Web usable, saleable, and trackable.

ImageIRC platform:

- 1) **image** recognition
- 2) **Registry** of information
- 3) **Connecting** users with license holders

Integrate our content in your system via our APIs:

- Search our library
- Full metadata and restrictions
- Download hi-res files - blanket or Subscription agreement.



## Getty Images now occupies a leading media industry position

- 10X customer growth since mid 2000s – more than 1.3 million purchasing customers in 2011
  - Freelancers
  - Small Businesses
  - Consumers
  - International
- Unique scale: > than top 10 competitors combined
  - Technology and metadata investment
  - Content sourcing
  - Sales and marketing

