



{ 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

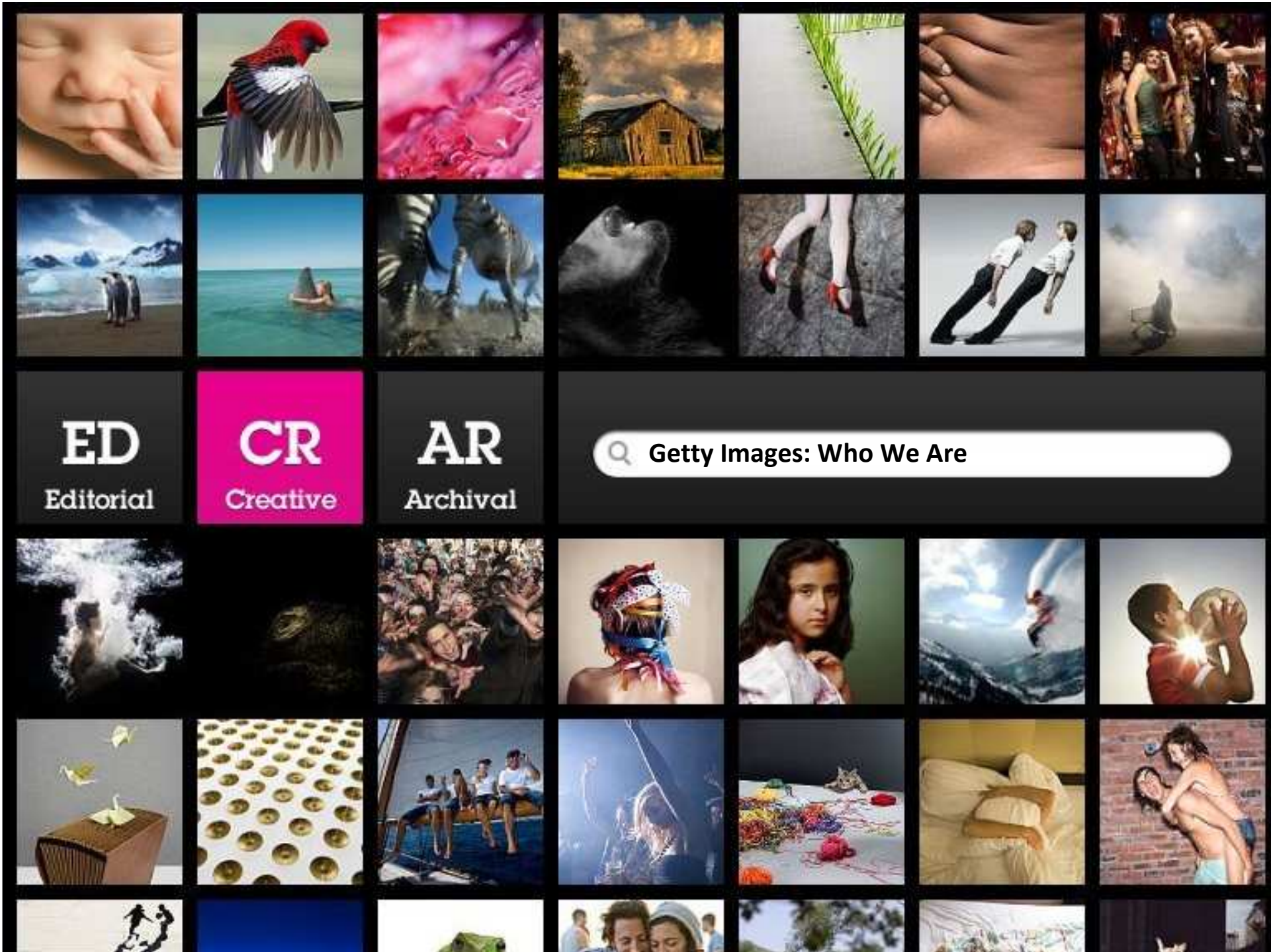
Bookkeeper

EUROPRESSE.COM
une initiative de CEDROMSIF

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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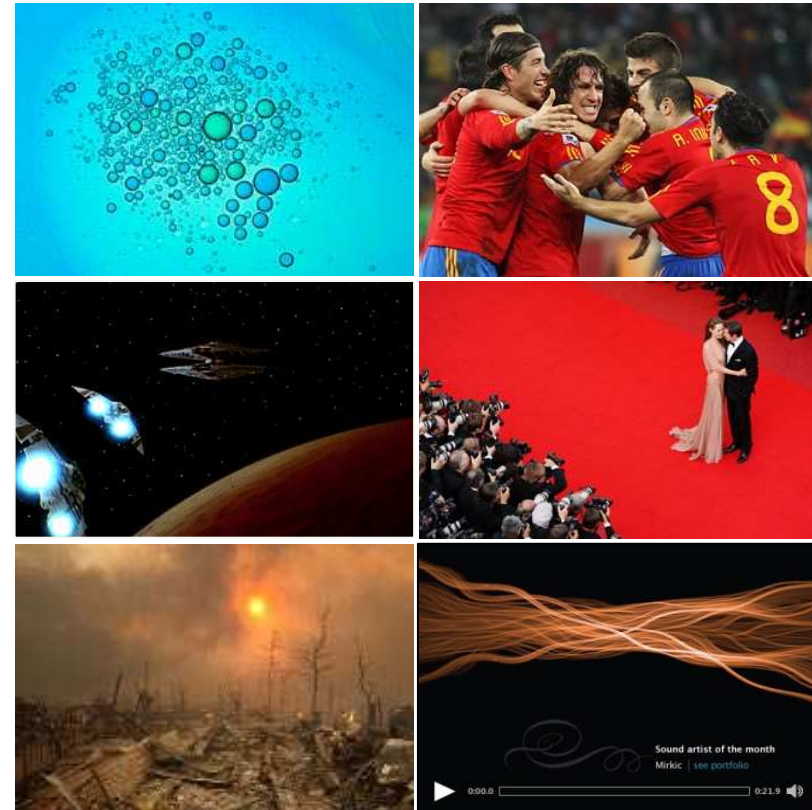
clipart.com

wireIMAGE®

image.net
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

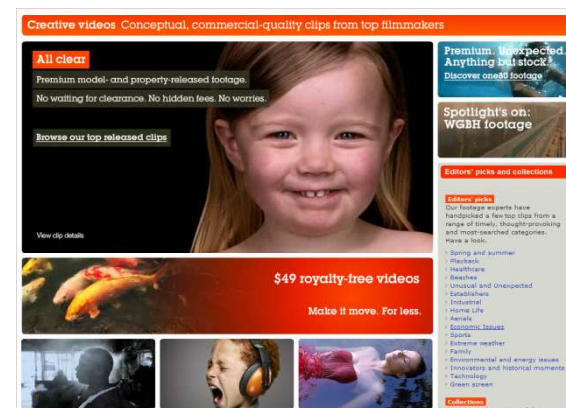
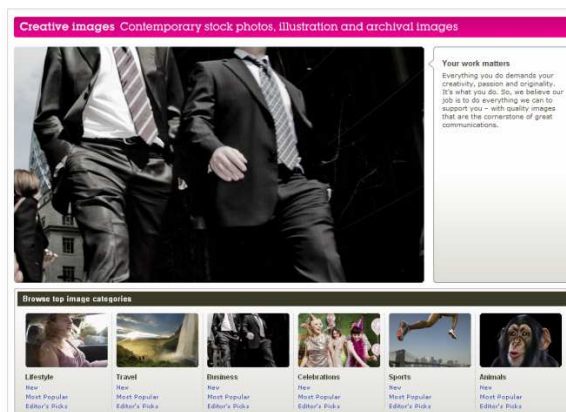
- Advertising and design agencies - from international ad agencies to small design shops and individual freelancers
- Media - from the world's largest media companies to small individual websites and niche publications
- Corporations - from multi-national companies to small independent companies
 - Financial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



Creative Stills & Video

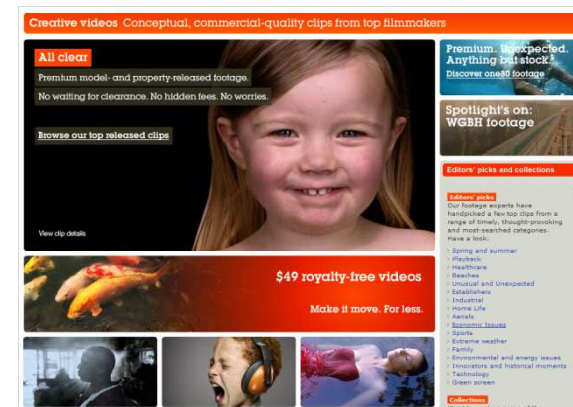
- Over 2.6 million images
- Plus 4.6 million photo, illustration, video files on iStockPhoto
- 3rd party rights clearances and research services

- 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



Music

- 100,000+ original music tracks across 110 genres
- Leading artists – Trent Reznor/Nine Inch Nails, Social Distortion, Alchemist and more
- Partnerships – Sony/ATV, Nettwerk, Fatbeats Records, Rhino, Lions Gate, Fonzalo ADD IN JAPANESE ONES
- Getty Images Music works extensively with MTVN, BBC, A&E, Disney, Turner, Discovery, NBC, CBS, ABC, National Geographic, the Travel Channel and many others – ANY JAPANESE ONES TO INCLUDE?





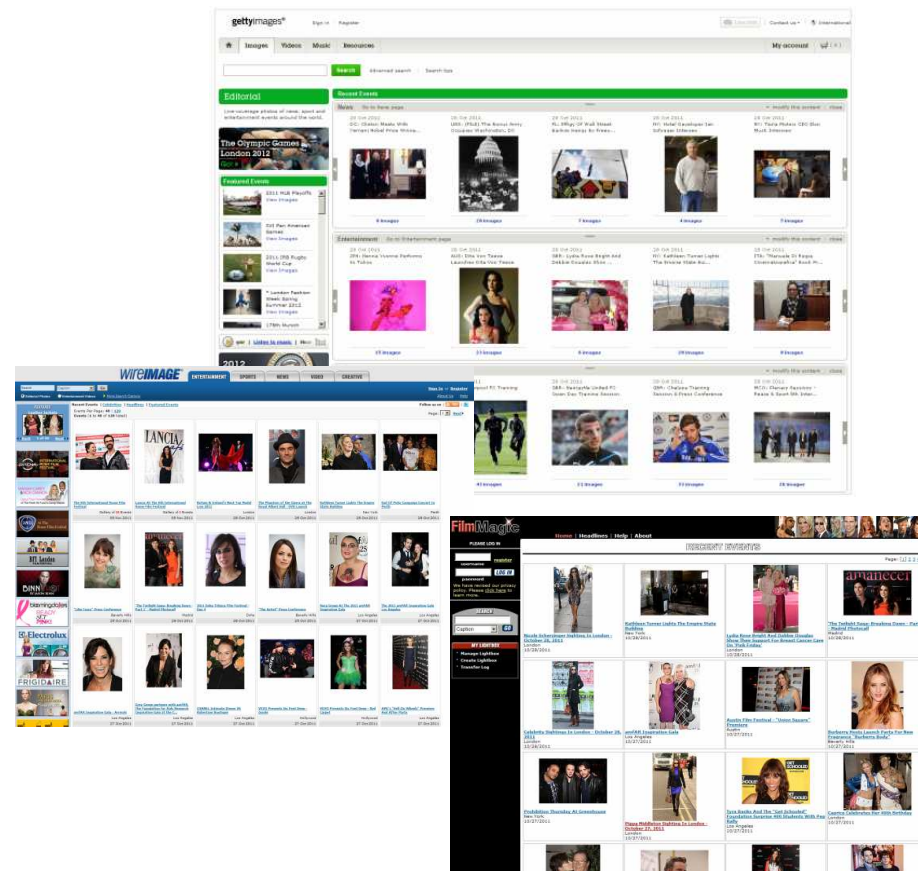
Editorial Stills & Video

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

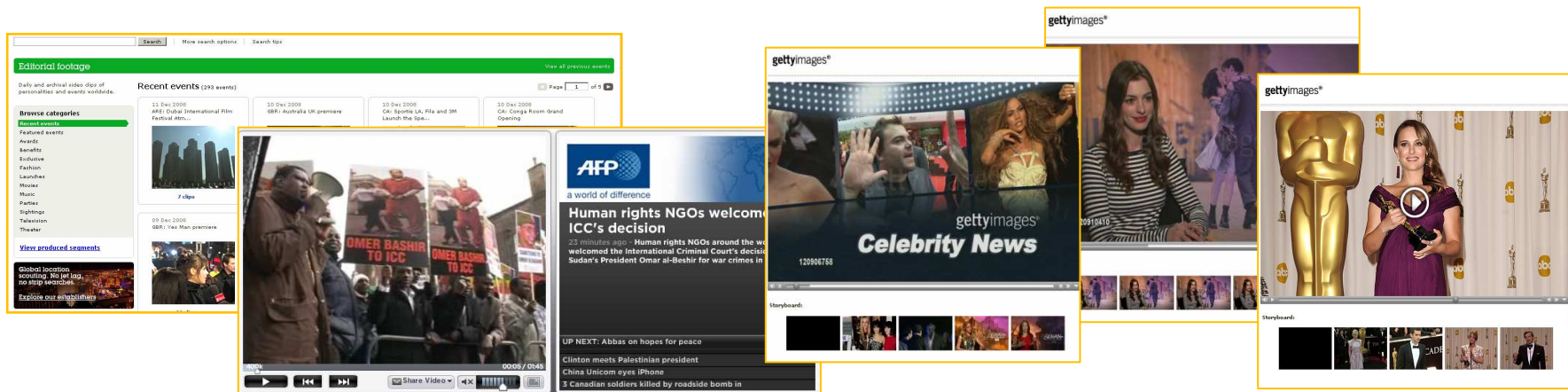
Comprehensive coverage:

- **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

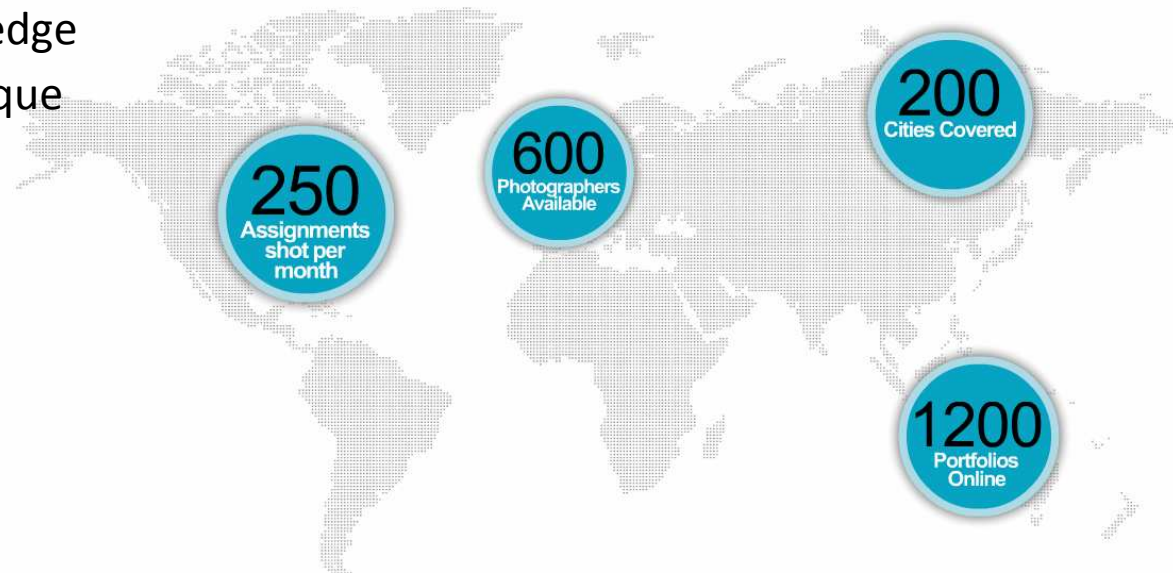
- 180,000 clips dating to 1985
 - Over 3,000 hours of video
 - 5,000+ events
 - Annual coverage of 1,300+ events
- White-label and branded products
 - Celebrity profiles, biographies, and event news capsules produced in-studio daily
 - Hosted or voiced-over fashion and entertainment week-in-review
 - 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 most creative results for your needs - whether it's ready for public or marketing collateral.

Discover the best creative talent behind the camera, sharing the best creative talent in town.

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 bringing you award-winning, high-quality images from the ground level that capture the major events of our day - and all photographers are available for assignment work, bringing their unique perspectives to your commissioned images.

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

GAartists

Our editorial assignment team, GAartists features a roster of exceptional international 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 a house production team 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

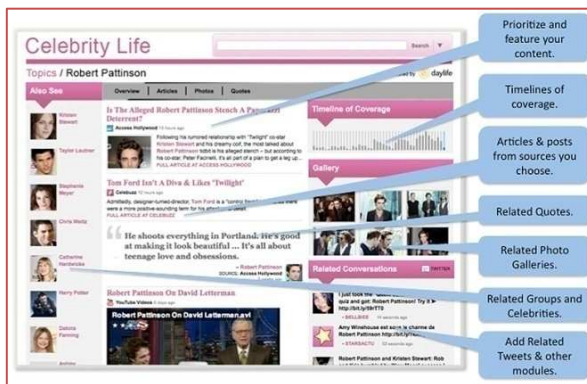
When photography shows your assignment needs, look to our Global Assignment service. We've got a roster of top photographers, video, motion picture and stills specialists, with the local knowledge essential to getting off on the best creative work. Whether for print or advertising, editorial or lifestyle, corporate or education, 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

