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:
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
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, Funzalo
- 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?
New Yorkers stand motionless and silent onboard the first Staten Island ferry to approach Manhattan after the World Trade Center attack, September 11, 2001. 57405679, 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
Technology and the Platform

Daylife

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

PicScout

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

Connect

Integrate our content in your system via our APIs:
- Search our library
- Full metadata and restrictions
- Download hi-res files - blanket or Subscription agreement.

![Image of Daylife PicScout Connect logos with various media company logos]
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