

**‘YOU HAVE THE CONTENT
WE HAVE THE KNOW HOW.’**

The Getty Images
Content Partner Program

‘WHAT IS A CONTENT PARTNER?’

A preferred provider — As a Content Partner, we value both your brand and your content. We create a unique collection that allows us to promote only your content, create marketing campaigns surrounding your brand, manage assets with only you in mind and wrap a team around you to represent your interests every step of the way.

‘WHO ELSE IS A CONTENT PARTNER?’

Highlighted partners include — AFP, Arsenal FC, Bloomberg, Boston Globe, CBS, Disney ABC Television Group, Fairfax Media, FIFA, FA, Future Publishing, Gamma-Rapho, Liverpool FC, Manchester United, McClatchy-Tribune, MLB, Mondadori, NBCUniversal, New York Daily News, NBA, NHL, Real Madrid, Sankei Shimbun, SKY News, Sports Illustrated, Time-Life, The Washington Post.

'WHAT'S IN IT FOR ME?'

Profile — Extend your own brand awareness through publications in the world's most prominent media. Both print and online.

Revenue — Monetise your content to its best potential. Create a new and robust revenue stream. A valuable return on investment from your own production. Open up new opportunities for commercial licensing

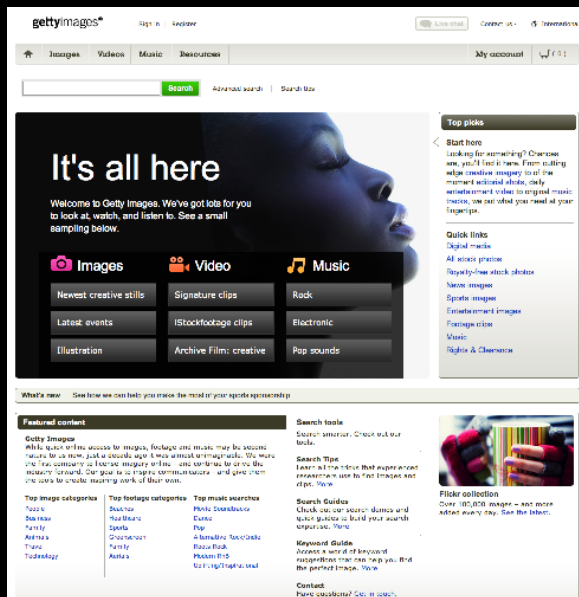
Promotion — Sustained marketing campaigns. Maintain your individuality with a branded page on gettyimages.com where your content can be searched exclusively using our advanced search engine.

Advantage — Reach existing and new markets beyond that of any competing agency via our established, proven and experienced network of offices and agents.

Assurance — We guarantee all payments for sales, manage all legal issues, promote your brand and collaborate at every level to grow

'WHY GETTY IMAGES?'

Our platform — Getty Images sells into over 100 countries, through all segments - media, corporate and agency. We are the world market leader and maintain the strongest global position in the industry. Stills, Video, Illustration, Music - all are fully represented on our site



The website

We welcome 18 million unique visitors each year
 There are 35 million search queries each month
 175 Million pages are viewed monthly
 Customers average 20 page views per visit
 Sites are localised for 14 regions
 We offer pricing and purchasing for 17 local currencies

'WHY GETTY IMAGES?'

Our team — We are a truly global business and at every point in the management of your content we have experts to ensure the smoothest experience. From supplying your content to your monthly payments. Feel confident and safe in the knowledge that we work on your behalf



The operation

20 Getty Images offices worldwide
85 Agency representatives
600+ Getty Images sales force
24 Hour picture desk
Dedicated specialists - Rights and Clearance, Legal, Marketing and PR

'WHAT DO I GET?'

Dedication — Our Content Partners are a vital part of our business. As such we provide a full service that includes - a dedicated team, intensive and targeted Marketing and PR campaigns, access to our workflow systems and tools, trend and market guidance, prominence as a brand on gettyimages.com. A new or improved revenue stream.

NEWCollection News

Fairfax Media

The finest photography of everything Australia, from through history to the present day.

The essentials

The Fairfax Media collection offers you the best of Australia's most important newspapers including The Sydney Morning Herald and The Age. The collection features award-winning photography of major Australian events, a unique historical archive, and a rich collection of contemporary and historical images of iconic Australian people and places, industry, culture, and business, politics, flora and fauna, music, country and celebrities. Fairfax Media photographers are among the most awarded in Australia and this collection represents the absolute highest quality Australian photography.

The Fairfax Media collection also offers exceptional photographic coverage of New Zealand broadcast from over 50 of the country's newspapers and magazines.

View the landing page

Everman Access - No restrictions. Full Access - Full restricted. Australia & New Zealand excluded.

Talk to the expert about the collection
David Miller





NEWCollection News

Bloomberg

Business, Industry, Politics
Past and Present

The essentials

The Bloomberg collection boasts a range of truly timeless, iconic and award-winning images, with 250,000+ images from 200 photographers covering 40+ countries.

You'll also find a wealth of secret photos, spanning the last 50 years.

This collection is particularly rich in photography covering major global events, politics and industry. It includes a wealth of images with a focus on global business and industry.

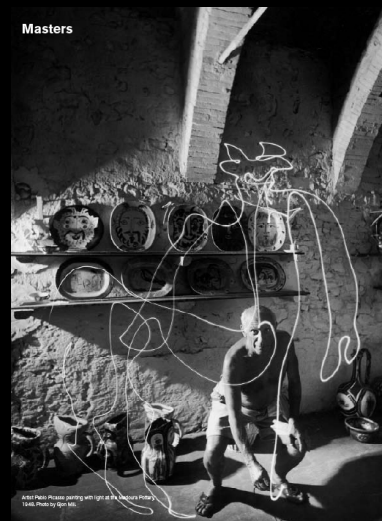
www.gettyimages.com/bloomberg

The collection is available by Premier Access and subject to licensing restrictions. Some images may be excluded from a subscription.

For more information, visit the collection page


Talk to the expert about the collection
Chris Thomas or Rachel Barreclough



The Disney-ABC Television Group collection

View



'IS THERE AN EXAMPLE?'

Case study — Media company became a Partner in October 2009. Here are some stats and information to give you a picture of the global reach we represent.

2011 Summary

Sales in 39 different countries

Total purchasing customer count globally — 2205

Total volume of invoices raised — 13045

Sales segment revenue split — 67% media, 20% corporate, 13% agency

Year-on-year growth, 2010 -2011 +15%

'HOW DO YOU SELL IT?'

Website — Our platform is a huge draw for the 300,000 customers we currently service. 'A la carte' sales are 60% of our revenue.

Feeds — For timely content on a day-to-day basis, we distribute directly to over 600 customers, ensuring that the best material reaches the best audience and direct to their desktops

Curated sets — Either genre or event based, or as a reaction to news, our editors package content and send email alerts to thousands of customers to highlight the most relevant of the day's images and video

Exclusives — For premium content, we have a secure workflow enabling managed sales at the best prices to a core of valuable customers

API — More and more customers are accessing our API to search and retrieve images for their products. Metadata provided correctly permits accurate and relevant search.

'WHAT HAPPENS

