

Media Release
NHNZ
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MAJOR DOCUMENTARY HD ARCHIVE UNLOCKED
NHNZ SIGNS FOOTAGE DEAL WITH NATIONAL GEOGRAPHIC CHANNELS WORLDWIDE

National Geographic Channels Worldwide has chosen NHNZ's Moving Images to be the footage sales agent for more than 20 years of accumulated footage from its blue-chip factual programming library, including hundreds of hours of HD footage.

The film archive deal adds thousands of hours of new footage to NHNZ Moving Images' collection and provides a goldmine of fresh HD material, says Caroline Cook, Manager of NHNZ Moving Images.

"This is a real coup for NHNZ Moving Images. There is a significant market crying out for archive HD material and to date there hasn't been a lot of it out there.

"The NGC collection contains a huge variety of stunning footage. Unique animal behaviours, amazing establishing shots, aerials, time-lapse, CGI and slow motion shots – you name it and you'll find it in this collection."

Germaine Deagan Sweet, Vice President, Global Content Sales at National Geographic Channels, says NGC saw an opportunity to increase its revenue streams for its production investments through licensing.

"National Geographic Channel has a longstanding reputation for brilliant, high-quality imagery, and we wanted to provide producers with a broader opportunity to access the incredible breadth of our inventory with footage that has captivated audiences worldwide. NHNZ's Moving Images was a natural fit for this, and National Geographic Channels Worldwide is happy to partner with NHNZ on the venture."

She says the footage collection represents many award-winning series and programmes including *Living Edens*, *Known Universe*, *Megastructures*, *Shark Men*, *Secret Bible* and *Perilous Journeys*, and spans core genres ranging from natural history and science to culture and engineering.

NHNZ General Manager, John Crawford describes the deal as a "significant boost" to the content of NHNZ's stock footage library, which already holds over 200,000 hours of footage from its own productions and the many award-winning production houses and filmmakers it represents.

NHNZ Moving Images has been meticulous about selecting clips, and inputting high quality key wording to enable footage buyers to quickly access the NGC collection through its website www.nhnzmovingimages.com

"We've also recently changed our purchasing model," says Mr Crawford. "There are no "killing fees", no minimum order and it sells by the second not the clip. To make viewing and ordering easier entire sequences are placed online rather than breaking them up into short clips."

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