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Press Release - For Immediate Release

Robert Harding World Imagery Unveils Major Video Plans

Acquisition of Specialist Stock collection presages move into video

Leading still photography collection Robert Harding World Imagery has just acquired the Specialist Stock stills and video library. This presages Harding's move into video in a big way. Robert Harding says, "This is our springboard for video. Our future plans are to develop the video side of our business in a substantial way."

Specialist Stock has a large collection of material which is complementary to Harding's own library. It is particularly strong on science, society and the natural world, being well known for its environmental stills and video. Harding plans to continue running the Specialist Stock website in parallel to their own for the moment.

Harding sees more video content as the way forward for his library, because video in different formats will be needed for mobile platforms and apps increasingly in future. He believes that the move into video is a strategic one as there will be a higher demand for video in future.

Harding is looking for video partners, both individual video shooters and companies to supply video material, which would be distributed by Harding directly and through their worldwide network of agents. This is an opportunity for video creators who want to work with a worldwide distribution network but are wary of the majors in the business.

Specialist Stock also have a research arm which does research for broadcast companies, and this is an additional revenue stream for Harding which they intend to continue.

Robert Harding says, "We are very, very pleased with this acquisition and it will provide us with a broader content base to launch into video."

Websites: www.robertharding.com www.specialiststock.com

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Background

Robert Harding World Imagery was founded in the UK in 1972 by Canadian photographer Robert Harding. It is known for supplying high quality travel imagery – including destinations, cultures, peoples, earthscapes, world heritage sites and wildlife – to international book publishers, magazines, travel companies and creatives. The company is based in Maidenhead, Berkshire and it has around 800 photographers working in over 100 countries worldwide.

This new collection has brought together a growing list of video collections, much of which has never been available on-line before. They source from a network of film and footage libraries around the world including specialist production companies, NGOs and camera operators.

Robert Harding also offer a comprehensive research facility providing clients with comprehensive feedback on requests and the availability of suitable stock in the industry, licensing and high res delivery.