

## **NBCUniversal Adds Footage Screening Clips to Footage.net**

Over 30,000 News and Archival Clips from News Leader NBC News Now Accessible for Screening on Footage.net. Total Clips on Footage.net Surpass 1.8 Million.

**New York – April 3, 2012** – Footage.net, the stock, archival and news footage search engine announced today that over 30,000 preview clips from the archives of NBC News, the world leader in news content, are now available for viewing through Footage.net's stock footage search platform. The addition of NBC News Archives' clips brings the total number of clips available through Footage.net's stock footage search platform to over 1.8 million.

Through this developing alliance, Footage.net users will be able to screen preview clips from NBCUniversalArchives.com stock footage collection, and NBC News will reach a new and growing user base worldwide for its stock footage licensing business.

"Our goal is to share historical and current news footage shot by NBC News with new audiences and new markets," said Clara Fon-Sing, VP & General Manager of NBC News Archives Sales and Strategy. "We are opening our archives giving producers access to content never seen before to tell their stories. At the same time, we are making large amounts of video from our archives available online on multiple platforms to optimize the reach of our archival clips. We are excited to partner with Footage.net and further expose the quality and breadth of our content to creative professionals worldwide."

"NBC News Archives is a leader in the stock footage business," said David Seevers, Footage.net's Chief Marketing Officer. "Under Clara's leadership, they've improved the quality of their content and services, released previously unexploited material and tapped content from other brands in the NBCUniversal family such as Telemundo, The Weather Channel and local TV stations. They're leveraging technology to reach new customers, introducing new business models and entering new markets, and we're thrilled to be a part of their growth strategy and really excited about bringing their outstanding content to our user base."

NBC News Archives is distributing its content more widely and launched one of the first news archives fully e-commerce enabled websites (nbcuniversalarchives.com) in 2011. "While our content is more readily available online today for professionals to search, screen and select clips, our team in New York remains focused on working with clients to deliver highly customized service and expert research to exploit over 70 years of content from one of the world's most respected news collection", added Clara Fon-Sing.

Footage.net has grown rapidly over the last several years to become one of the world's largest and most comprehensive online stock footage databases. NBC News Archives' clips will be available for screening through Footage.net alongside motion content from some of the world's most prestigious footage companies, including Getty Images, FootageBank, Framepool, and CNN ImageSource.

### **About Footage.net**

Footage.net is the world's premier online footage search engine, providing creative professionals with the tools they need to discover and obtain the best motion content from the world's top footage companies quickly and easily from a single site. At Footage.net, researchers can search over 38 footage collections simultaneously, view over 1.8 million clips, communicate instantly with our content partners and download over 250,000 world-class stock footage clips.

**About NBCUniversal Archive**

NBC News has been a leading source of global news and information for more than 75 years and is the only broadcast news division with an affiliated cable channel, MSNBC, which provides 24-hour-a-day coverage of news events around the globe. Online, MSNBC.com is the number one video news site. NBC News Archives is one of the world's largest and oldest broadcast libraries with award winning programs including "Meet The Press" (since 1947) the longest running show on network TV, "Today" (since 1952) the first TV morning news program, America's No.1 evening newscast, "Nightly News with Brian Williams", and the newest news magazine "Rock Center" launched in October 2011.

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