



Media Release

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NHNZ Moving Images experiences surge in archive demand

NHNZ's stock footage archive hit the ground running in 2013 with a 400% increase in requests for natural history footage, from producers of archive-driven shows.

NHNZ Moving Images archive director Caroline Cook says from the day she and her team got back in January, the number of requests have shot up from week to week – quadrupling the number for the same month last year.

“This is a significant turnaround from previous years when clip shows fell out of favour because they had to be delivered in full HD – and much of the natural history archive, filmed over many decades, did not meet production standards.

“That’s all changed in 2013. Content that contributes to an entertaining and revealing story line is driving demand and luckily the format of archive clips can be adapted to HD format by using a number of creative techniques,” says Ms Cook.

“Footage researchers are turning to NHNZ Moving Images for both the money shots, such as unique predatory behaviours, and the footage that puts the ultimate shot in context. Researchers are discovering that they can come to us for a wide variety of shots for their productions, rather than having to go to multiple sources, which is great for them, and us.”

NHNZ Moving Images holds a significant archive of broadcast-quality footage drawn from high profile blue chip natural history series like *Wild Asia*, *The Equator* and *Life Force*, and benchmark classics like *The Living Edens* from the National Geographic Channel stock footage collection, and exclusive wildlife collections from Aquavision, Peter Lamberti, and Talking Pictures.

NHNZ Moving Images

NHNZ Moving Images is a specialist stock footage archive delivering premium factual content to editorial and creative producers worldwide. Our team-members are research specialists with in-depth knowledge of NHNZ Moving Images' extensive archive. While our heritage is in wildlife, we also have large collections of history, culture, science and travel footage. NHNZ Moving Images features more than 200,000 clips of factual content from around the world. www.nhnmovingimages.com

Contact:

Caroline Cook, Ph +64 (03)479 9832 Email ccook@nhnz.tv

NATURAL HISTORY NEW ZEALAND LIMITED

5 Melville Street, PO Box 474, Dunedin 9016, New Zealand

TEL +64 3 479 9799 FAX +64 3 479 9917 www.nhnz.tv