



Media Release
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MOVING IMAGES LAUNCHES US\$40 FOOTAGE PACKAGE

NHNZ Moving Images today announced a new stock footage licensing package for editorial and documentary use of its content.

The new rate of US\$40 per second, no minimums, for all media worldwide in perpetuity has been published to complement the production-friendly terms clients have come to expect from Moving Images - with free research, low tech fees, and no kill fees.

NHNZ Moving Images Director, Caroline Cook says the new licensing package, which is available to all producers, has been designed around the changing needs of productions in this new era of television and digital platforms.

“We are changing the way we do business with our clients by addressing the budget imperative, and acknowledging rights must take into account the need to license across “all media worldwide in perpetuity” as the standard; not the exception.

“We want to make it easier for our clients to tell their stories by providing a package that fits ever-tightening budgets, while still delivering broadcast-quality content of the highest standards, as demanded by international broadcasters.

“The significant Moving Images archive of 200,000 hours of broadcast quality footage is now open to the wider production market and available for use across all media in today’s multi-platform environment. We believe it’s the best licensing package out there.”

The new editorial and documentary rate applies to all NHNZ Moving Images’ on-line content.

Advertising, Theatrical and all other licensing options and pricing can be negotiated directly with the NHNZ Moving Images sales team at images@nhnz.tv.

NHNZ Moving Images

NHNZ Moving Images is an international stock footage archive delivering broadcast-quality factual content to documentary, editorial and creative producers worldwide. Our research specialists have an in-depth knowledge of our archive and guarantee technically correct content and solid rights management. We hold extensive collections of HD natural history, culture, science, travel and special effects footage. NHNZ Moving Images is the exclusive agent for National Geographic International and US production archive. We license by the second - no minimums, free research and no kill fees. images@nhnz.tv <http://www.nhnzmovingimages.com>

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