



**NatureFootage
Contributor Packet**

NATUREFOOTAGE

Nature & Wildlife • Ocean & Underwater • People & Adventure

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NatureFootage Contributor Information Packet

Welcome to an exciting new era in the business of stock footage with NatureFootage. With over a decade online, NatureFootage offers the largest niche collection of HD and Ultra HD 4K+ stock footage focused on Nature & Wildlife, Ocean & Underwater, and People & Adventure. NatureFootage provides curated video content from hundreds of leading cinematographers worldwide. We welcome your interest in our company and our mission to deliver cutting edge content. We're committed to delivering the best footage and service to our clients, while providing growth and visibility to our network of contributors.

NatureFootage offers footage creators like you a new way to reach buyers. You now have an opportunity to grow revenue by selling your stock footage online through our successful NatureFootage portal and promoting your footage through your own Profile Page. Custom websites are also available to qualified contributors.

At NatureFootage, our team is excited about what you do! We've been working hard to make your experience as a contributor even better, so that you can spend your time doing what you love—capturing video in the field.

Our goal is to provide comprehensive support for the needs of today's media professionals. We are excited to share with you some of our recently added features:

- Updated HTML 5 website that is responsive for mobile users
- Simplified submission for Ultra HD R3D with no need to render on your local machine
- Broadband optimization for quick upload of HD and Ultra HD 4K+ files using Aspera technology
- New ClipLog 2.0, an easy way to catalogue your media, including drag and drop features to create bins and galleries for batch logging numerous clips at a time
- Royalty Free, Rights Managed, Premium and Gold licensing categories, so you can select the best price for your footage
- Improved Profile Pages with space for a gorgeous high resolution showreel, bio, galleries, and more

We welcome qualified cinematographers to submit footage to NatureFootage. The following pages will provide you with all the information you need to get started.



photo credit: Sterling Zumbrunn

The NatureFootage Advantage

NatureFootage offers you new opportunities for marketing and selling stock footage online to a global stock footage market through the NatureFootage portal. Some of the benefits of being in the NatureFootage contributor network include:

- **New revenue from your stock footage collection**
Your footage is available for online search, preview, licensing and delivery 24/7, gaining global market exposure and the opportunity to earn new revenue from your stock footage collection. In addition, our professional sales team will help maximize sales from your valuable footage.
- **New Web-based branding and marketing opportunities**
All of your stock footage clips are searchable from your own customizable Profile Page. Add your own show reel, publish your bio, and build galleries of your favorite clips.
- **Powerful and easy-to-use online media management**
Manage your footage online using the unique capabilities of ClipLog 2.0® technology. Create bins and customize your own commonly used categories and keywords for lightning fast footage logging.
- **Revolutionary Server Side R3D Workflow**
Color correct your RED footage in RED Cine X, and then simply upload the original R3D with its sidecar file, and we'll handle the rest! All preview media and delivery formats will be rendered on the server with your color correction applied. No need to transcode on your end, saving you terabytes of storage and hours of rendering!
- **Lightning Fast Uploads**
Using a special plugin from Aspera, our website enables you to maximize your bandwidth, using 98% of your connection speed for both download and upload. We know your time is valuable, so we've taken every effort to make it as quick as possible for you to deliver your footage to us.
- **Your Footage is Secure**
All of your master media submitted to us is kept in three separate copies, two in our state of the art data center, and one in a secure location off site.
- **Industry Leading Search Engine Optimization (SEO)**
We have over a decade of experience making sure footage makes the top of Google search results. Using our web platform and ClipLog® technology, you will be able to ensure that your footage gets found fast.
- **Set your pricing**
You control the price of each clip offered to buyers on the web. NatureFootage offers Royalty Free, Rights Managed, Premium and Gold licensing categories.
- **Track clip views and downloads**
You can track how often each clip is viewed online and the number of times clips are downloaded for offline preview.
- **Shot requests**
Receive shot requests for subject material not available online.
- **Custom Stock Footage Web Sites**
Footage Search, our technology division, offers proprietary technology to exclusive contributors with a proven sales track record. Footage Search can create a customized interface for your clients to access stock footage directly from your website, offering customers the best in search, preview, licensing, and delivery. Elevate your brand online!

Outstanding Service for Customers

NatureFootage provides leading broadcasters, advertising agencies, and production companies worldwide with a unique and outstanding service that includes:

- **Exceptional Quality**

Contributors to the NatureFootage collections include some of the most widely acclaimed cinematographers and media archives in the world. All footage is sourced on top-quality formats, and our clients can select the source and delivery formats best for each project.

- **Extensive Selection**

Thanks to shooters like you, we offer one of the largest footage collections online today of Nature & Wildlife, Oceans & Underwater, and People & Adventure. To offer our clients the best possible options beyond our existing online collections, NatureFootage may contact you with footage requests or to set up a custom shoot. This means that you may have exposure to new opportunities, and can help us fill gaps in our library.



photo credit: Robert Hofmeyr

- **Streamlined Research**

Fast, detailed, and comprehensive, NatureFootage allows buyers to enter precise online searches and queries in order to quickly find the exact shots they need. Our clients can conduct instant online research and license your footage directly from our website. Drag and drop tools allow for ease of creating numerous Clipbins for big research projects. The NatureFootage research team is available to provide free research support.

- **Clear Pricing**

Customers can view rate information from the start of the preview process. Our online Pricing Calculator provides clear categories and rates for all licensing needs.

- **Media Delivery**

Download speed of HD and Ultra HD footage is maximized to allow 98% utilization of the clients connection, making delivery of large files quick and easy. NatureFootage can deliver master R3D files or render files to the customers specifications.

- **Aggressive Marketing**

NatureFootage offers an aggressive and ongoing marketing campaign to reach targeted groups of buyers for your footage. Our established stock footage collection produces top results on search engines. Our collections are also listed in the major online stock footage directories and are featured in select print stock footage directories published by leading industry sources.

Our ongoing marketing initiatives will continue to increase the revenue-building value of our collections, and to you as a footage contributor.

Client List

With over 10 years of experience NatureFootage has developed solid vendor relationships with Advertising Agencies, Film Studios, Broadcast Networks, Educational Publishers and Institutions, and Corporations. Our success is based on a strong internet presence and an even stronger relationship with our vendors. The following represent just a small sample of the high end clientele who we license footage to on a regular basis:



Getting Started

Getting started involves several basic steps:

1. Sign the Representation Agreement

You will have received a link to the Representation Agreement. Don't be daunted by the length of the agreement. Because we respect you and your work, this will ensure that your rights are protected, since your footage is your valuable intellectual property. Please review the Representation Agreement carefully, and if the terms are acceptable, add your electronic signature to the document and submit online.

2. Submit Your Footage

Video clips can be submitted as digital files via optimized upload or shipped on physical media. Your submission should have NO visible timecode or watermarks, and should be assembled in a way that ensures no, or minimal, loss of quality. Each shot should be at least 5-10 seconds, and no longer than 30 seconds unless necessary. Save only one shot per file. Add a 1-2 second handle at the beginning and end of any significant action (e.g., shark swims through frame). The shot you submit is the exact product that will be licensed.

Please contact us if you are interested in submitting edited content or longer durations.

When naming your files please use these guidelines:

- a. Do not rename native RED files, or files that require priority naming conventions.
- b. Use lower case letters.
- c. Do not use any blank spaces between words or numbers. Use an underscore (_) instead.
- d. Do not use apostrophes (') or any special characters.
- e. Start the file name with a four digit number and then a very short description of the clip (the description is optional).

For example:

0001_brown_bats_in_flight
0002_surfer_at_mavericks
0003_gray_whales_surfacing

3. Keyword and Price Your Footage

Once you submit your footage, a highly experienced media professional reviews your compilation, selects all footage that is appropriate for our collections, processes the selected clips for online preview with our watermark, and creates your online account. You will then have access to our online ClipLog 2.0 system to set your pricing and keyword each clip. You will also setup your Profile page with your biographical information and media galleries.

4. Receive Royalty Payments

There are no up-front costs to join NatureFootage. Any setup fees are deducted from royalties. Royalty payments are paid to you quarterly. Each check you receive includes a statement describing all footage sales, including Clip ID and license terms.

Testimonials

Industry's top shooters and footage buyers describe some of the advantages of working with us:

Raves from Footage Providers:

"I forwarded selects of my best RED footage to NatureFootage and all of the clips were placed online before I knew it! Now my footage is truly available to a global market."

—Howard Hall

"NatureFootage has helped me organize my video library so that buyers can access it quickly and easily. NatureFootage has knowledge of the market, and skill in negotiating, which has increased my High Definition stock sales significantly. Because NatureFootage has a highly skilled sales team, customer service to my clients has improved. NatureFootage has reached new customers with my images. This allows me to be out of the office, out in the field, shooting more stock footage."

—Bob Cranston

"NatureFootage gives my footage top visibility through leading Search Engines, and that means I'm connected worldwide to buyers who might never find me otherwise."

—Ernie Kovacs

"NatureFootage staff are knowledgeable, friendly, courteous, and always available by phone or email if I have a question. It's great to have this kind of support."

—Daniel Zatz

"I'm very impressed with ClipLog—it's intuitive and incredibly easy to use."

—Mary Lynn Price

Rave Reviews from Footage Buyers:

"NatureFootage has the best ocean and nature footage I've seen in the two years I've been at ABC News."

—Erik Porterfiled, *Rights & Clearances*, ABC News

"You have some really great footage... you make my work a whole lot easier. Thank you."

—Win Rosenfeld, *NOVA's Inside Science*

"We enjoy dealing with you and appreciate your fast response times, online access to your collection, great footage and friendly service..."

—Lemuel Lyes, *Archival Researcher, Natural History New Zealand*

"A Google search first brought us to NatureFootage for stock footage of sea turtles. We downloaded a sample and sent that to the client for review. We then purchased the master footage from NatureFootage right online. Three things were key for this success: we found just what we needed, we could immediately download samples for client review (there was a tight production timeline), and we secured the stock footage at a reasonable cost."

—Gary Kalinosky, *Giant Ideas (Advertising Agency)*

"For this ad, the client and the creative team wanted footage of ocean creatures burrowing in the sand. Searching on Google directed us to results at NatureFootage that included the target animals: Sand Lance and Crabs. We used the preview download function so we'd have footage right in our hands, and we also e-mailed the client links to the NatureFootage site so that they could view the clips directly from their Web browser. Besides the great wealth of material on the site, we really like the digital delivery capability of NatureFootage."

—Stock Footage Search Firm

Representation Agreement Summary

Below is a summary of the Representation Agreement between Footage Search (our parent company) and you or your company for representation and sale of your media. This summary does NOT cover all aspects of the agreement and is meant as a guideline only to help you understand the key points.

Term:

The Representation Agreement term is for three (3) years.

Exclusivity:

The standard agreement is for exclusive sales through Footage Search web sites. In certain cases, if you are already represented by other third parties, we can arrange for a non-exclusive agreement. You always maintain full rights to use your footage in your own productions.

Commissions:

Footage Search will deduct a commission from all sales of your Assets made by Footage Search. If you are ever contacted directly by a Buyer who found you through Footage Search staff or Footage Search web sites, Footage Search will require that you direct the Buyer back to Footage Search. We do track our outgoing leads and can request accounting records from you if it becomes apparent that we were denied commission from a sale generated from a Footage Search lead. Overall, this is an issue of trust and we have never had any discrepancies around this issue. However, if we find that there has been a breach of the agreement related to selling footage directly to a Buyer, Footage Search reserves the right to discontinue a contributor's Custom Website and Profile Page.

ClipLog®:

Footage Search will capture, compress, and watermark your media assets for online marketing and sales. Once your media is online, you will be able to catalog your clips by adding keywords and pricing information. If you do not wish to catalog your Assets, you can pay an extra fee to have Footage Search do this for you.

ClipLog® is a proprietary online tool. You are responsible for keeping your password safe, and you must not provide anyone with access to ClipLog without permission from Footage Search.

Rates:

Footage Search's suggested rates for footage are based on camera source format and use. You can then modify the rate for a particular clip if it is rare or unique. Footage Search maintains the right to offer bulk or educational discounts, and to negotiate on your behalf. Preview media is made available to Buyers via watermarked clips for online preview or download. Master media is made available to Buyers by download, tape, or hard drive. Footage Search may also use third parties to market and sell your media assets.

More Questions? Call Us!

We hope this Provider Packet has answered some of your basic questions about becoming a contributor with NatureFootage. Please let me know by e-mail or phone if I can answer any other questions for you. The team at NatureFootage sincerely looks forward to working with you!

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