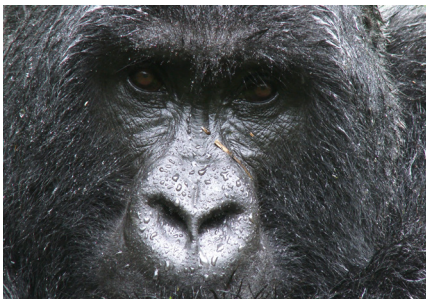


## Become a NatureFootage Contributor!

Since 2002, NatureFootage has empowered and enabled leading production companies and cinematographers who are passionate about nature, the oceans, and wildlife to create new value from their media archive. NatureFootage now offers the largest niche collection of HD and Ultra HD 4K+ stock footage online. With over 6,000 species and 750,000 clips, NatureFootage is committed to the documentation of wildlife through the curation of quality video for global programming. Our videos have contributed to broadcast and film productions, advertisements, non-profit educational and advocacy campaigns, museums and aquariums, and educational curricula. NatureFootage combines the strength of technology to efficiently distribute videos to a global clientele, with content that supports biodiversity, the integrity of wildlife ecosystems, and inspires and educates audiences to care about wildlife. We look forward to working with you to re-imagine what we can do through media to collectively strengthen the health of our global environment.



NatureFootage is committed to delivering the best footage and service to our clients, while providing growth and visibility to our network of contributors. We offer 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 branded 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—producing programs and capturing video in the field. Our goal is to provide comprehensive support for the needs of today's media professionals.

# NATURE FOOTAGE

Nature & Wildlife | Ocean & Underwater | Clips & Edited Segments | 4K to 8K

## We are excited to share with you some of our recently added features:

- Simplified submission for RED R3D 4K+ content with no need to render on your local machine
- Optimized upload of large video submissions using Catapult 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 showreel, bio, galleries, and more
- Browse by Species, where you can access over 6,000 species by common and Latin name

### NatureFootage is a collection of 600+ wildlife cinematographers and production teams and includes these contributors:

Off the Fence	Ocean X	Charles Maxwell
Zatz Works /Daniel Zatz	Bob Cranston	John Banovich
Moving Art/Louis Schwartzberg	Plankton Productions	Florian Graner
Andy Brandy Casagrande IV	Cristian Dimitrius	Scott Portelli
Howard and Michele Hall	Adam Ravetch	Aquaterrafilms
OPS / Louie Psihoyos	Al Giddings	Feodor Pitcairn

## NatureFootage works closely with development and production teams across several industries:

Broadcast & SVOD

Educational

Advertising

Feature Film

### NatureFootage has vendor agreements with:

NETFLIX	BBDO	NBC Studios
Disney	Cramer-Krasselt	ABC Studios
National Geographic Partners	Havas	Lionsgate
Discovery Communications	Qualcom	Columbia Pictures/Sony
Smithsonian Network	Microsoft	Universal Studios

## NatureFootage Benefits

### **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 showreel, 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 efficient footage logging.

### **Revolutionary Server Side R3D Workflow**

Color correct and trim your RED footage in RED Cine X, and then simply upload the trimmed 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!

### **Fast Uploads**

Using the Catapult application for Mac or Windows enables you to maximize your bandwidth connection speed to upload your video submissions. 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 two decades of experience making sure footage makes the top of Google search results. Using our web platform and ClipLog® technology ensures 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.

### **Shot requests and Wishlist**

Receive shot requests for subject material not available online. View our wishlist for current client requests.

### **Custom Stock Footage Web Sites**

Our proprietary technology for custom branding is available to exclusive contributors with a proven sales track record. We 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 professionals 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. We also keep a current Wishlist of client inquiries that are not able to be fulfilled with our online collections, so that contributors know what footage is in demand now.

### Production shoots

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. Interested contributors can join our list of active DPs for hire. This means that you may have exposure to new opportunities, and can help us fill gaps in our library.

### 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 speeds for master media ordered online is fully optimized for fast global delivery, making the process quick and easy. NatureFootage can deliver master files in their original format (e.g. RED R3D) or render files to the customers specification.

### Marketing and SEO

NatureFootage offers ongoing marketing campaigns 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 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.

## What Clients Are Looking For

### When production teams come to NatureFootage for content they are looking for:

- Cinematic shots that can be used as back ground plates for compositing
- Entire sequences which look & feel visually uniform.
- The same theme to build a theme-based sequence
- A few shots to complete a sequence they shot themselves.
- A cinematographer to hire for a local/remote custom shoot.
- Story ideas during their development stage.
- New footage which has never been broadcast or wouldn't be recognized

### What is it about the species or location which makes the behavior interesting?

- Context is what makes the behavior especially interesting.
- Is your story about a place, a species or a specific animal?  
What is it about the location, species or animal that makes this behavior unique or interesting?
- How might the behavior compare to a similar species elsewhere or a different animal of the same species?

### As a contributor of NatureFootage, your best chance of licensing footage is:

- Capturing behaviors and enough coverage to build a full story sequence
- Logging your footage accurately, comprehensively and promptly
- Using the best equipment and stabilizing your shots
- Monitoring the Client Wishlist page
- Pricing footage competitively and aligned with other contributors

#### Behavior Examples:

Eating/Feeding	Protecting self
Hunting	Protecting others
Killing	Warning Display
Nurturing	Migrating
Nursing	Running/Diving/Flying
Helping others	Injured (limping, wound)
Mating	Hiding
Hatching/Birthing	Camouflaging
Courting	Protecting Self

#### Story Examples:

Location:	Yellowstone
Habitat:	Forest
Species:	Red Fox & Badger
Behavior:	Fighting to protect den
Location:	Pacific Ocean
Habitat:	Open Water at night
Species:	Humboldt Squid
Behavior:	Glowing to communicate



## Focus on Filming for Story: Think Sequences

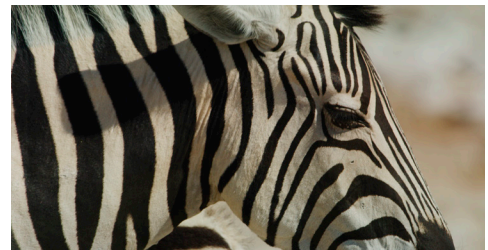
### Species Behavior

Behavioral shots are the cornerstone of the story a client is trying to tell. When you film behavior, it makes the species or location interesting, and the other shots are then built around the behavior shots.



### Species Close-Ups

Take the time to film shots of the different parts of a species, particularly anything which makes it unique or relevant to the behaviors you also filmed.



### Species Establishing

Make sure to get shots which place the species in its environment. These shots provide context for where the story/behavior takes places.



### Habitat Close-Ups

While you're not filming the species or its behaviors, make sure to get as many shots of the location and habitat as possible. Anything which is relevant to the story/behavior is especially important.



### Habitat Establishing

This is a great opportunity for aerial/drone shots. While these are sometimes the easiest shots for the client to get themselves, they can often be weather dependent and it's important to include them on your shot list.



## How to Shoot For Footage

**You know the context of the footage and story it tells best. Communicating it is key!**

### 1. PLAN

#### **Let us know where you plan to shoot.**

There may be an opportunity to fulfill client shot requests while you're in the field. Visit our wishlist to see what is currently in demand. Fill out the contributor survey frequently to let us know where you have access to film, subjects, and current equipment.

### 2. SHOOT

#### **Keep us updated while you're on location.**

We prefer to pitch clients early on stories, even while you're still in the field. Keep us posted if you have something newsworthy and current.

### 3. SUBMIT

#### **Submit master footage via Catapult, or mail a drive.**

Footage needs to be online to be seen, since most clients do their own research. Identify which clips are the key behavior shots to create the story.

### 4. LOG

#### **Log footage quickly and accurately.**

Since most clients do their own research, footage needs to be Online and logged to be seen and found. Please let us know if you have any questions regarding how to best catalog your footage.

### 5. PITCH

#### **Help us pitch!**

Our team regularly pitches the networks on new content. Your footage has more value if you share your stories with us. Clients are always looking for new footage and accompanying stories. In addition to submitting your media assets, send us the concept for a narrative about your footage. Send us a short summary, along with the footage submission. Some clients prefer footage which has never been broadcast before, so please make a note of this when you email [contributors@naturefootage.com](mailto:contributors@naturefootage.com) about the context of the story you captured.

## Pricing Your Footage

The value of footage is based on how difficult it is for the client to duplicate the shot:

	HDV/720/GoPro	HD	4K+/RAW
Common	RF (\$)	RF (\$-\$)	RF (\$-\$-\$)
Less common	RF (\$-\$)	RF (\$)	RF/RM (\$-\$-\$)
Rare	RF (\$)	RF/RM (\$-\$-\$)	RM (\$-\$-\$-\$)
Unique	RF/RM (\$)	RM (\$-\$-\$-\$)	RM (\$-\$-\$-\$)

- Key: Rights Managed (RM); Royalty Free (RF); Budget (\$); Standard (\$\$); Premium (\$\$\$); Gold (\$\$\$\$)
- Premium Tier represents 10% of the collection. Gold Tier represents 5% of the collection.

NatureFootage is proud of trying to get the best value for your footage, while maintaining competitive rates in the industry. Our advantage is to offer unique quality content, exclusively available at NatureFootage. The pricing of footage depends on the client's use and distribution. Rates vary significantly by use. Rates are often negotiated and are subject to change.

When you decide on a pricing tier, the clip is automatically assigned rates that are published online viewable from the pricing calculator. Royalty Free clips are licensed by the clip for multiple uses within the production category. Rights Managed clips are licensed by the second for a single production. Rights Managed pricing typically has a 5 or 10 second minimum per clip order depending on the use.

For broadcast documentaries we will waive per second minimums for volume orders starting at greater than 30 seconds of footage. Bulk orders and volume deals are negotiated across all tiers. Gold tier content is excluded from volume negotiations. As rates vary substantially for each use, we recommend when you are choosing a pricing tier that you visit the website



## NatureFootage Advantage

Having your footage in one place maximizes its value.  
As an exclusive contributor you will:

- Receive 50% royalty on all licensed footage
- Be recommended to clients for custom shoots
- Be promoted/recognized on social media channels & in marketing materials
- Contributors with established record in sales may be eligible for a custom website

### VALUE

#### Receive 50% Royalty on Licensed Footage

NatureFootage offers the best royalties in the industry & maintains the value of your footage.

### EXPERIENCE

#### Proven Track Record & Specialist Reputation

For over 20 years, NatureFootage has been an integral part of the natural history filmmaking industry.

### CLIENTS

#### Valued in the Industry & Exceptional Service

NatureFootage has preferred vendor status & close relationships with leading production companies.

### CONTRIBUTORS

#### Niche Collection & Community

NatureFootage has been effectively representing award winning wildlife cinematographers & production teams.

### PLATFORM

#### Technology which Promotes Your Assets

NatureFootage has strong SEO for reaching new clients & offers simplified submission/logging options.

Exclusive representation enables us to maximize the value of your footage (avoiding lower prices caused by competition for clips within the industry). Clients choose NatureFootage because we offer unique/quality wildlife content, making us a professional "go-to" within the industry.

## 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. After we receive your signed agreement, we will create your online account.

### 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.

If you are renaming any video files prior to submission, please follow these guidelines:

- Do not rename native RED files, or files that require priority naming conventions.
- Use lower case letters.
- Do not use any blank spaces between words or numbers. Use an underscore ( `_` ) instead.
- Do not use apostrophes ( `'` ) or any special characters.
- 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, and processes the selected clips for online preview with our watermark. You will then have access to our online ClipLog 2.0 system to set your pricing and keyword each clip. You will also be able to setup your Profile page with your biographical information and media galleries.

### 4. Receive Royalty Payments

There are no up-front costs to join NatureFootage. 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

### Rave Reviews 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 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

"I have been a videographer with NatureFootage since 2005. NatureFootage keeps up to date with the latest technology and this is clearly reflected on the NatureFootage site. I have generated substantial revenue each year from stock footage licensing on NatureFootage, and am grateful for the service."

—Bob Glusic

"NatureFootage staff are knowledgeable, friendly, courteous, and always available by phone or email if I have a question. NatureFootage has handled nearly all of my stock footage licensing for a decade, and I wouldn't have changed a thing if I could. It's been great."

—Daniel Zatz

"The NatureFootage library is run in a superbly organized and professional manner, which are of utmost importance in allowing clients to find the footage they need to tell their stories of our ever imperiled Earth and its inhabitants. Education is the key to saving our wildlife and NatureFootage's commitment to that is vital."

—Judy Lehmborg

### Rave Reviews from Footage Buyers:

"We recently completed a huge project and my first experience working with NatureFootage was a seamless pleasure. They have a huge library and a fantastic research division with speedy delivery of master footage. I can't recommend enough!"

—Steve Collins, Researcher

"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 (there was a tight production timeline), and we secured the stock footage at a reasonable cost."

—Gary Kalinosky, Giant Ideas (Advertising Agency)

## Representation Agreement Summary

Below is a summary of the Representation Agreement between NatureFootage, Inc. 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 NatureFootage 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:

NatureFootage will deduct a commission from all sales of your Assets made by NatureFootage. If you are ever contacted directly by a Buyer who found you through NatureFootage staff or NatureFootage web sites, NatureFootage will require that you direct the Buyer back to NatureFootage. 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 NatureFootage 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, NatureFootage reserves the right to discontinue a contributor's Custom Website and Profile Page.

### ClipLog®:

NatureFootage 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 NatureFootage 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 NatureFootage.

### Rates:

NatureFootage'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. NatureFootage maintains the right to offer bulk or educational discounts, and to negotiate on your behalf.

### More Questions? Call Us!

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