



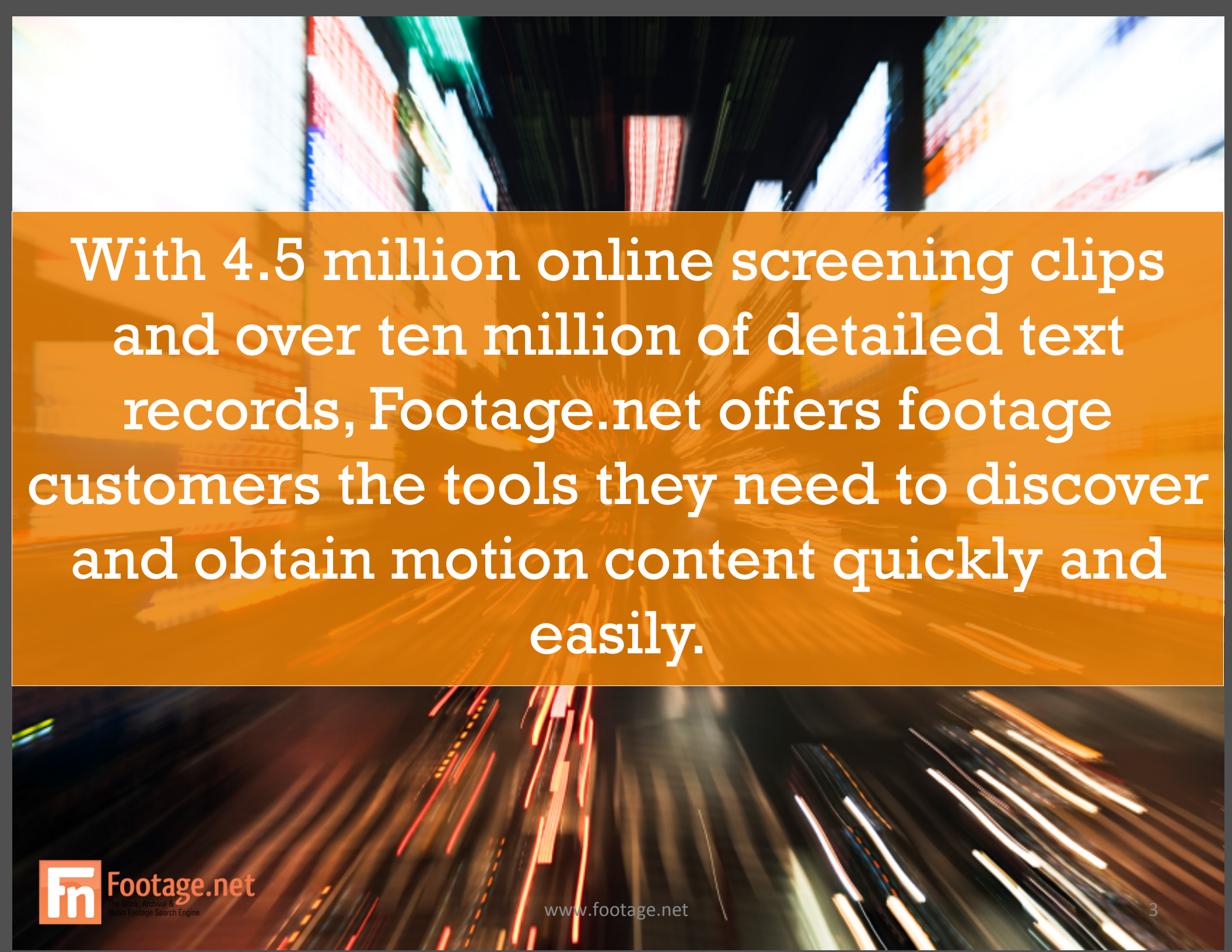
Footage.net

Subscriber Intro Kit 2016

Connecting Footage Customers with Footage Providers



Footage.net is dedicated to connecting footage customers with footage providers. We make it easy for creative professionals to search the world's top archives from a single site, and for footage providers to present their content to active footage customers. Now equipped with enhanced ecommerce tools, our newly redesigned site provides a seamless pathway from footage search to footage sale.



With 4.5 million online screening clips and over ten million of detailed text records, Footage.net offers footage customers the tools they need to discover and obtain motion content quickly and easily.

Reach Customers in Active Search Mode

A woman with dark hair, wearing a striped shirt and a large headset, is sitting at a desk in an office. She is looking at a computer monitor and has her hand on her chin, appearing to be in a focused or listening state. The office has a wall with a patterned wallpaper and several framed pictures. A computer mouse and keyboard are visible on the desk.

Since Footage.net users are interested specifically in footage, our partners get their footage in front of customers at the moment when they are most likely to pay attention.

Primary Site Functions

Footage.net offers footage companies multiple ways to connect with active footage customers and increase the visibility of their footage collections.



Global Search

Footage.net users conduct thousands of searches per week on our site. As a Global Search partner, your records and clips will appear in our search results alongside results from our other footage search partners, giving footage customers a simple way to discover, view and interact with your footage, and a clear pathway to your primary point of sale to complete the transaction and obtain the footage.



Zap Email

Footage.net's Zap Email tool allows footage customers to transmit footage requests to over 50 of the world's top footage providers simultaneously, providing our Zap subscribers with a steady stream of new sales opportunities. As a Zap subscriber, you will receive Zap emails on a daily basis, helping you reach new customers, start more projects and sell more footage.



Creative Directories

Footage.net exists to help production professionals find footage. But we also want to help creative people find each other. That's why we launched the Footage.net Creative Directories: to help all variety of visual communicators make connections. There are currently two main directories: one for archives and one for creative professionals. A basic listing in either is free. If your not already listed in our directory, please sign up for one today.

Driving Revenues for Our Footage Partners

Driving revenues for our footage partners is our primary objective. We do this by delivering active footage customers from our search results page to a designated sales page on our partners' sites, providing users with a clear path from clip search to clip purchase with 100% of the associated revenue staying with our partners.

How It works

Once a user has identified a target clip, clicking on the associated shopping cart icon launches the designated sales page on our partner's site within an overlay window on Footage.net, through which the user can login to the partner's site and complete the transaction. The user can then return to Footage.net by clicking on the greyed out area around the overlay to continue searching.

Establishing Ecommerce Links

If you would like to take advantage of Footage.net's ecommerce capabilities, we just need the URL information to link to your e-commerce page for each clip.

Non-Ecommerce Links

If a footage partner does not currently have e-commerce capabilities, clicking on the Footage.net shopping cart will activate an info request form, allowing the user to indicate interest in the specific clip, communicate directly with the footage partner and figure out how to purchase and obtain the content.

APIs for Performance Tracking

Footage.net will provide partners with an API that will allow us to collect information on final sales so we can report back on revenue activity generated by Footage.net.

Footage.net Search Engine Upgrades

Solr Search Engine

In addition to delivering fast search results, our newly integrated Solr search engine can filter results by keywords, categories, dates and content partners, so users can plow through a huge volume of search results and find the shot they need.

My Searches

To help manage the footage research process, our “My Searches” feature allows users to review previous searches, downloads, shares and ZAP emails.

Clip Overlay Screening

Clicking on a thumbnail now launches a clip overlay, allowing users to screen clips and navigate rapidly from clip to clip. Clicking in the greyed sections at either side brings the user back to the results page, ready for more searching.

Live Chat

Because users often need help finding footage, we’ve added a live chat feature, active from 9-5pm eastern time with a planned expansion in the near future.

Manage & Share Clips

To streamline the clip approval process, we’ve made it easier for users to save and share multiple clip bins. Users can also share individual clips by clicking the share clip icon, either from the record or clip overlay.

Concierge Search

Coming soon, Concierge Search is a paid service where Footage.net staff will do searches on the Footage.net site and build custom clipbins for customers.

Performance Improvements Since Launch of Redesign

We've seen some very encouraging usage trends since launching our new site this past August. Here are a few month-to-month trends of note:

User Action	Increase
Records Viewed	+ 165%
Clips Viewed	+ 188%
Buying Actions (including shopping cart clicks, info requests and clip bin requests)	+ 357%
Clip Share (new feature)	Up from 0 as of July to over 90 per month

Global Footage.net Search & Zap Partners

Our partners include many of the world's premier footage companies:

- ABCNEWS VideoSource
- Action Sports
- AM Stock Cameo
- AP Archive
- Aquavision TV Productions
- Archive Films by Getty
- Bridgeman Images
- British Pathe
- Budget Films
- Catch & Release
- Celebrity Footage
- Classic Images
- ContentMint
- CONUS Archive
- Critical Past
- eFootage
- F.I.L.M. Archive
- Footage File
- Footage World
- FootageBank HD
- FRAMEPOOL
- Getty Images
- Global ImageWorks
- Historic Films
- INA - Institut national de l'audiovisuel
- ITN Source
- Journeyman Picture
- Jukin Media
- Lola Clips
- Lou Reda Productions
- MrFootage
- MyFootage
- NatureFootage
- NHNZ
- NBC News Archives
- Oddball Film & Video
- Producers Library
- Reelin' In The Years
- Retro Video
- Scott Dittrich Films
- Science Photo Library
- Sky News
- Stock Video
- StormStock
- The Film Gate
- Transit Films
- VideoPlugger
- Visual Icon
- WAZEE
- WPA Film Library

Rates

Annual Data Hosting Service Fees:

Total Records	Annual Fee
1 to 20,000	\$1,850
21,000 to 100,000	\$4,500
100,001 to 200,000	\$5,500
200,001 to 300,000	\$6,500
300,001 to 400,000	\$7,500
400,001 and over	\$.018 per record

Annual Zap Email Subscription Fees:

Service	Detail
Basic Package	Receive footage requests directly from industry professionals requesting footage or footage information. All Zap requests will be forwarded real-time to a single email address. Zap Requests may not be forwarded to additional addresses.
Rate	US\$3,600 per year

One Time Set-up Fee.....US\$1,500 due upon database creation

Updates

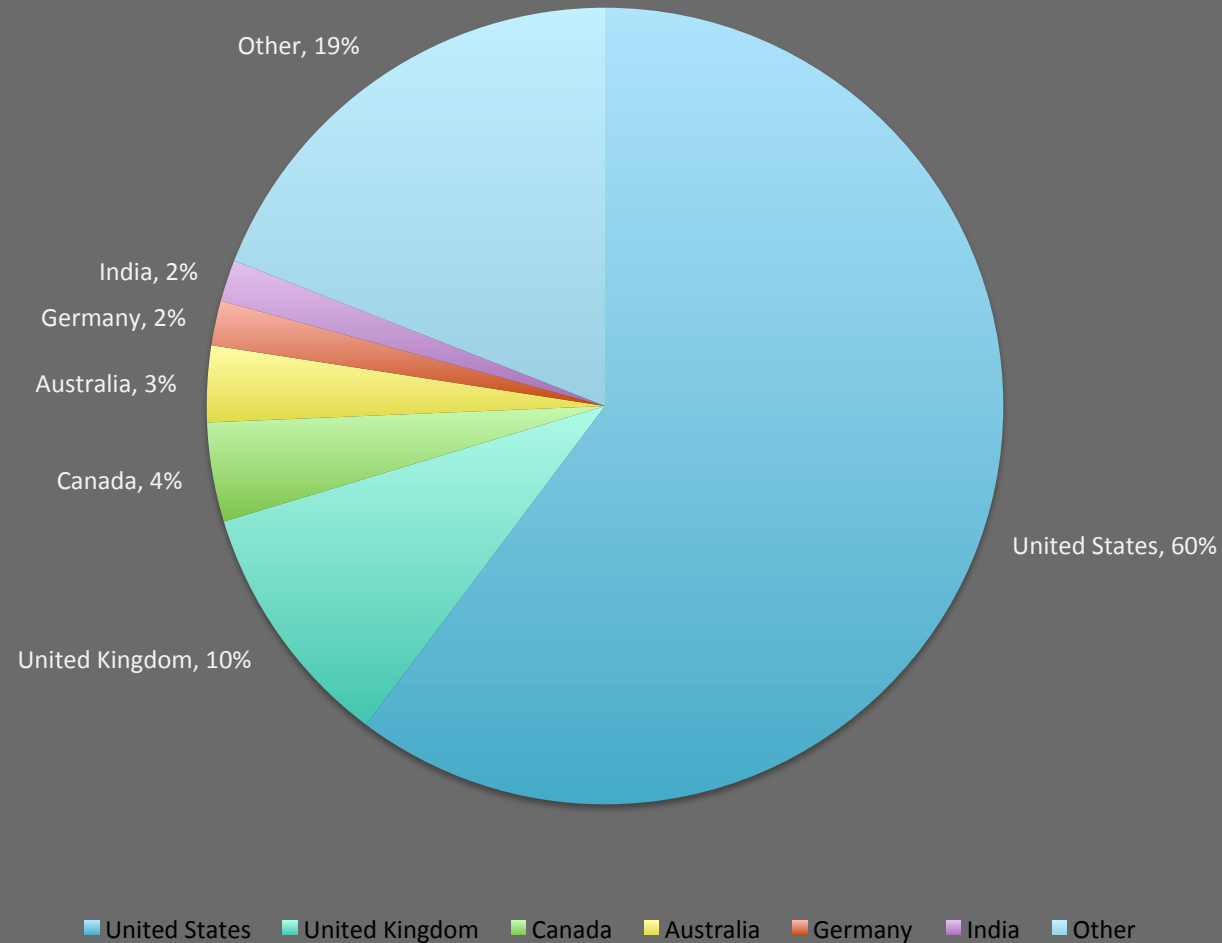
The Online Database Service includes the ability for the Company to add new records to the database via FTP once per quarter. More frequent updates can be arranged.

Advertising Rates

Spot	Sizes	Placement	# Ads per spot	Rotation Frequency	Formats	\$ Per Month	\$ Per Year
Top Banner	728 x 90	Middle section homepage, top of all search pages.	Four	10 second rotation or on page load	JPG, GIF, Animated GIF	\$1,000	\$10,800
Skyscraper Banner	160 x 600	Right side of homepage and most internal pages including search results and Zap page.	Four	10 second rotation or on page load	JPG, GIF, Animated GIF	\$1,000	\$10,800
Half Banner	300 x 250	Most internal pages including search results and Zap page.	Six	15 second rotation or on page load	JPG, GIF, Animated GIF	\$750	\$8,100
Button	150 x 35	Most internal pages including search results and Zap page.	Unlimited	On page load	JPG, GIF, Animated GIF	\$500	\$5,400
Featured Video	640 x 360	Homepage	Four	On page load	2 Pieces Required: Video: MP4 (H.264/AAC encoding) :800 x 450 Video Start Image (Static JPG, GIF): 800 x 450	\$1,388	\$15,000

Global User Base

Geographical Distribution of Footage.net Users



Contact Information

We'd love to speak with you about joining Footage.net. Please let us know if you have any questions.

Thank you very much for your interest.

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