

PRESS RELEASE

FROM FOOTAGE.info & ITN ARCHIVE

On-line Footage Industry Forum Launched

FOOTAGE.info joins with ITN Archive to provide a talking shop for footage professionals

LONDON, January 11th 2006 - A discussion platform for the stock and archival footage industry has been launched on independently operated industry news and information web portal FOOTAGE.info. The platform, THE FOOTAGE FORUM, is sponsorship-driven and allows "signed-in" postings and discussions on subjects appropriate to the footage industry.

Founding sponsor for THE FOOTAGE FORUM is London-based ITN Archive, one of the world's leading footage libraries offering a century of news, social history, entertainment and wildlife footage.

FOOTAGE.info host John Flewin said: "Ours is a real community industry operating on a worldwide basis. The opportunity to create a talking shop was just too good to miss. The hope is that it will become a great place to swap the information and ideas that help to drive the industry forward.

"ITN Archive is a very welcome sponsor for THE FOOTAGE FORUM. ITN Archive has one of the finest collections of available motion imagery anywhere in the world and an excellent reputation as a service provider. Their help and encouragement to get this project going has been tremendous."

THE FOOTAGE FORUM is designed for all types of industry professionals – licensors, copyright owners, researchers, cinematographers, licensing first timers, producers and consultants.

Christopher O'Hearn, Commercial Director for ITN Archive, said: "The great thing about this industry is that we all have firmly held opinions and still have so much in common. Yet there hasn't really been a simple forum where people can say what they find good, bad and infuriating about television, footage and the industry in general. We're delighted to have helped set this up in conjunction with FOOTAGE.info, which is where we all go for news and information."

One unusual feature of The Footage Forum is that registered participants can choose from a whole range of Avatars – the thumbnail images which appear beside contributor's names – taken from the ITN Archive's British Pathe collection. The images in colour and black and white range from royalty to politicians, from silly faces to historical figures.

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ABOUT FOOTAGE.info:

FOOTAGE.info is the premier site for footage professionals, offering industry news and information plus the top web site listing for the industry. Its host, John Flewin, is an industry consultant and project manager with a wide range of clients.

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ABOUT ITN ARCHIVE:

ITN Archive is one of the world's leading and fastest-growing commercial footage libraries. It comprises 680,000 hours of footage covering the entire history of moving images from 1896 to the present day. ITN Archive has a unique collection of footage from exclusive representation of Reuters Television, Channel 4, Granada, British Pathe, Fox News, Fox Movietone, Airtime, Survival and other collections.