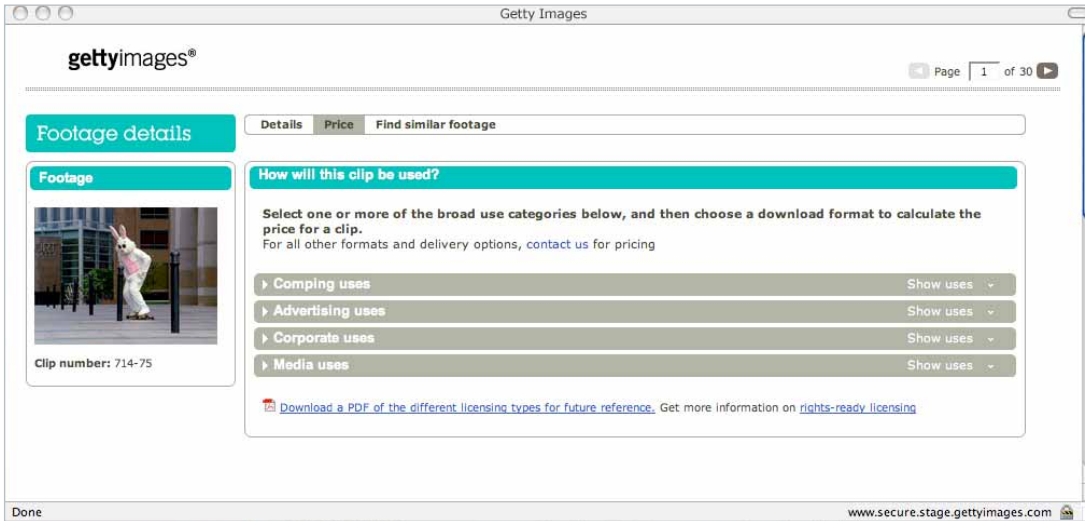


Rights-ready footage

A single click lets you use footage in your project wherever and whenever you want

Now available online, rights-ready is a new and easier way to licence the powerful footage you're looking for. Self-serve pricing, licensing and downloading is immediately available. You don't even need to define specific usage details.

Simply select a use category and a download format or size, and the assigned end client can use the footage in one production project or campaign for any need within that category.



Our rights-ready footage pricing page lets you select one or more broad-use categories to calculate the price for a clip.

Your choice

Rights-ready comes in distinct flavors to match the tastes of your project – and your budget. Purchasing footage rights for one of these broad-use categories enables the end client to use the footage in one production project or campaign for any need within that category. There are no specifics necessary on time frame or territory for the footage license.

Comping uses	Preview files	This is not a license for final use. Use for comping purposes only. Clips are non-watermarked, full-screen, frame-accurate files in compressed, 8-bit photo-JPEG format. Find out more.	<ul style="list-style-type: none"> • Client pitches • Rough cuts • Ripomatics
Advertising uses	Advertising: Broadcast and cable - Worldwide	Use in an advertisement or promotion targeting global distribution. Worldwide rights for the duration of your designated project, not to exceed 10 years. Excludes feature film and internet use. For additional use on a website, please refer to "Advertising: New media."	<ul style="list-style-type: none"> • TV commercials • Network promotions
	Advertising: Broadcast and cable - National	Use in an advertisement or promotion targeting a single country. Rights for the duration of your designated project, not to exceed 10 years. Excludes feature film and internet use. For additional use on a website, please refer to "Advertising: New media."	
	Advertising: Broadcast and cable - Premium market	Use in an advertisement or promotion targeting up to 8 million households in a single country. Rights for the duration of your designated project, not to exceed 10 years. For direct response and infomercial use, please refer to "Advertising: Non-broadcast and other."	
	Advertising: Broadcast and cable - Large market	Use in an advertisement or promotion targeting up to 3 million households in a single country. Rights for the duration of your designated project, not to exceed 10 years. For direct response and infomercial use, please refer to "Advertising: Non-broadcast and other."	

More of just what you need

Advertising uses	Advertising: Broadcast and cable - Small market	Use in an advertisement or promotion targeting up to 1 million households in a single country. Rights for the duration of your designated project, not to exceed 10 years. For direct response and infomercial use, please refer to "Advertising: Non-broadcast and other."	<ul style="list-style-type: none"> • TV commercials • Network promotions
	Advertising: Non-broadcast and other	Use in an advertisement or promotion distributed through non-broadcast methods. Worldwide rights for the duration of your designated project, not to exceed 10 years.	<ul style="list-style-type: none"> • Cinema and theatre advertising • Electronic billboard advertising • Stadium advertising • In-flight and transit advertising • In-store and point-of-purchase advertising • Stage décor (concerts and live stage) • Art installations • Direct response TV commercials • Infomercials
	Advertising: New media	Use in an advertisement or promotion distributed through web or mobile methods. Worldwide rights for the duration of your designated project, not to exceed 10 years.	<ul style="list-style-type: none"> • Internet advertisements • Mobile advertisements • Email campaigns • Video-on-demand campaigns
	Advertising: Unlimited	Includes all media examples in broadcast, non-broadcast and new media distributions for commercial or promotional purposes. Worldwide rights for the duration of your designated project, not to exceed 10 years.	<ul style="list-style-type: none"> • All media worldwide
Corporate uses	Corporate: Wide or external	Use in any medium targeting an external or broad audience. Worldwide rights for the duration of your designated project, not to exceed 10 years. For internet or email use, please refer to "Corporate: New media."	<ul style="list-style-type: none"> • Industry conventions, tradeshows and conferences • Promotional DVDs • Sales materials • Video décor • Includes any associated corporate website presentation
	Corporate: Limited or internal	Use in any medium targeting an internal or narrow audience. Worldwide rights for the duration of your designated project, not to exceed 10 years. For internet or email use, please refer to "Corporate: New media."	<ul style="list-style-type: none"> • Internal presentations • Limited-audience single-use external presentations • Employee training videos • Non-televised pilots • Shareholder meetings

<p>Corporate uses</p>	<p>Corporate: New media</p>	<p>Use in a corporate communication distributed through web or mobile methods. Worldwide rights for the duration of your designated project, not to exceed 10 years.</p>	<ul style="list-style-type: none"> • Corporate website • Promotional website • Internal email
<p>Media uses</p>	<p>Media: Feature film - Body</p>	<p>Use in one entertainment project; does not include trailers. This license includes the right to distribute the project in its final form in all media now known or hereafter devised throughout the world in perpetuity. For documentary films (opening title, body, closing sequence), please refer to "Media: Documentary, news, editorial and education."</p>	<ul style="list-style-type: none"> • Feature films - Mainstream or independent (opening title, body, closing sequence)
	<p>Media: Feature film - Trailer</p>	<p>Use in promoting one feature film. This license includes the right to promote the project in its final form in all media now known or hereafter devised throughout the world in perpetuity.</p>	<ul style="list-style-type: none"> • Trailers or promotions for feature films (including documentaries)
	<p>Media: Other entertainment</p>	<p>Use in one entertainment project other than a feature film. This license includes the right to distribute the project in its final form in all media now known or hereafter devised throughout the world in perpetuity.</p>	<ul style="list-style-type: none"> • TV programs • DVDs and bonus features • Music videos • Film short • Video games
	<p>Media: Documentary, news, editorial and education</p>	<p>Use in one production or program. Not intended for commercial or promotional purposes. This license includes the right to distribute the production in its final form in all media now known or hereafter devised throughout the world in perpetuity. For documentary film trailers and promotions, please refer to "Feature film - Trailer."</p>	<ul style="list-style-type: none"> • Feature film documentary • Long-form TV and DVD documentaries • Educational programming • News programming • Talk programming • Video news reels (VNR) • Public service announcements (PSA) • Affiliate or station promotions • Museum exhibits
	<p>Media: Editorial new media</p>	<p>Use in a production distributed through web or mobile methods. Not intended for commercial or promotional purposes. Worldwide rights for the duration of your designated project, not to exceed 10 years.</p>	<ul style="list-style-type: none"> • Internet programming • Mobile programming • Video-on-demand programming

What is rights-ready footage?

Rights-ready footage is a new way to license high-quality footage from Getty Images. It's fast and flexible with simple pricing.

Simply select one or more of the broad-use categories, and the assigned end client can use the clip for any need within the selected use category or categories for one project title, production, campaign or product/service. There is no need to indicate the dates of use, market locations, alternate versions, number of lifts, etc.

What are the benefits?

Rights-ready footage offers you:

- High-quality, industry-leading footage
- Easy, self-serve licensing and downloading
- Simple, cost-effective pricing
- Broad, flexible rights – there's no need to define precise license details
- A long license period, which results in fewer administrative burdens

What is the definition of "end client" and "single project"?

End client is the business entity that you indicate will be the designated licensee. Single project is defined as the main project, production, product, service or campaign for which the clip will be used. Rights-ready footage is designed to provide wide rights so that one license may be all you need for a single project.

What is the duration of the rights-ready license?

The specified end client can use the footage in that project for ten years, for any need, within the selected use category or categories.

What if my project is entertainment related and needs perpetual distribution rights?

We offer unique rights-ready uses for commercial and documentary entertainment, granting perpetual distribution rights for the final project piece.

What if my project needs are wider than the example uses on the pricing page?

You can select more than one rights-ready use for the same clip in order to meet the complete needs for your project. Simply select "Add to cart" from one or more of the use categories in the rights-ready price table. If you need assistance in finding the rights-ready uses to fit your project, don't hesitate to contact us.

What format or file size will I receive?

All of the rights-ready footage clips are available for online purchase and download in standard definition (SD) format. Some of the clips may also have high definition (HD) downloads available for certain uses which will be noted in the format dropdown box. For all other formats and delivery options, contact us.

Are you ready?

Visit [gettyimages.com/footage](https://www.gettyimages.com/footage).