



/ Case Study: Global Publishing Company

Our client is one of the largest publishers of magazines, newspapers, and online and broadcast media in the world.

/ Challenges

A broad content licensing agreement with Getty Images was in place, but there was no way for the many widespread users to easily access all of the available imagery. A more efficient way to store and share this image content across the business was needed.

/ Solutions

To meet the challenge, Media Manager was custom tailored to give the global team immediate access to on-brand, media-relevant content — from one location.

/ Results

Now over 800 users in 50 countries can get the images they need, when they need them. A localized interface and multi-lingual keywords make it easy to find, use, reuse and share the company's 50,000 image assets, even on the tightest deadlines.

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Keeping powerful brands on track

/ The big challenge

With so many different properties — online, magazines, newspapers and broadcast — around the world, the company required a solution for sharing stock photography and content from commissioned shoots across all of its teams.

/ The smart solution

Getty Images' Media Manager offered the company a go-to library where everyone could locate relevant content. The next step was an API solution that enabled the integration of the company's existing Content Management System (CMS) with Media Manager, allowing users to find new imagery without leaving their CMS.

Challenges	Solutions
Central storage Users worldwide were unable to easily find and reuse licensed, on-brand images because they were not archived in a single location.	Accessibility A central library gives the entire global team access to every image and file, from stock images and custom photo shoots to footage clips.
Consolidated costs With no practical process for tracking purchases across teams, controlling spending, reducing unauthorized usages and avoiding duplicate purchases were extremely difficult to manage.	Usage rights Conditional rule-for-use messaging alerts employees to content restrictions based on configurable metadata rules, so they know how and when content can be reused.
Brand consistency The approval of new content was not centrally managed, making brand identity inconsistent.	Brand management All images in the library are approved to reflect the brand for use across media teams.
Speed Download and distribution of content to the media teams was manual and slow.	Automatic imports Through GettyLink, every image licensed is automatically imported, with metadata and licensing information, and an email notifies the user when the license expires.

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/ The results

The company now has a centralized, on-brand library that's easily accessible to hundreds of users across the business and around the world.

A new, custom API solution will offer access to content directly through their existing CMS, so they can build on the benefits they already experience, including:

/ Faster sharing.

With one centralized location for content, teams around the world can access content more efficiently and meet their deadlines faster.

/ Administrative ease.

The ability to automatically capture usage rights enables the teams to reuse content confidently and efficiently.

/ Cost savings.

It's now easy to reuse images across the business and avoid duplicate purchases which translates to significant savings.



Talk to us about your brand

As the world leader in digital media, we can help you create a consistent visual language, manage and distribute your brand assets and streamline your workflow with a cost-effective digital asset management solution.

For more information, contact your local Getty Images office:

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