

# Where We Stand: Citizenship Report 2012

gettyimages®

As CEO and Co-founder of Getty Images, I am pleased to share our thinking and progress on the following issues that are important to our customers, contributors and employees, and that are at the heart of our business:

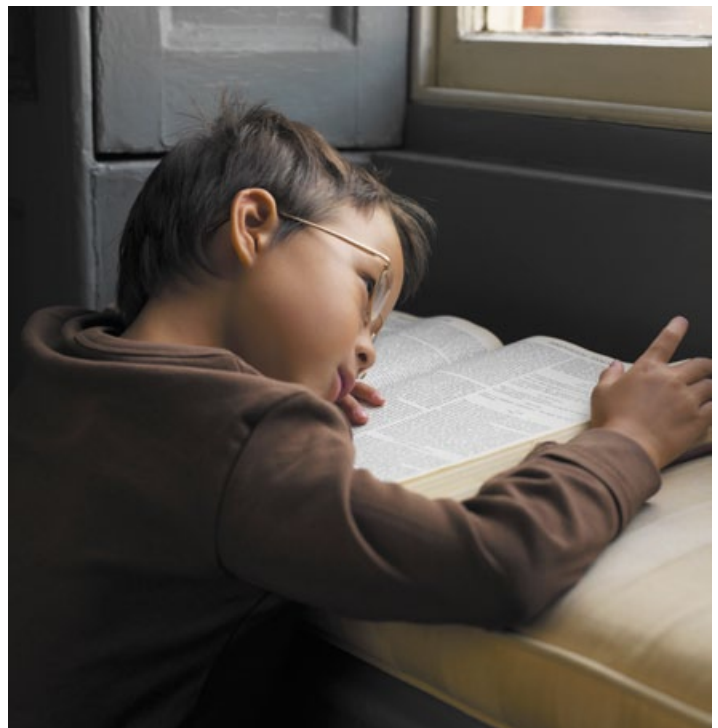
- Intellectual property rights and copyright
- Press freedom and the protection of journalists
- Easy, legal access to digital content

Imagery and other digital media are catalysts to understanding and have the power to change the world – to inspire, to drive positive change, to educate, inform and entertain. These simple beliefs are at the core of Getty Images and shape the way we operate our business and collaborate with our employees, contributors, customers and communities.

Our entire business is about creating and sharing the most powerful imagery, music and other digital media to help people communicate effectively and understand their world more clearly. We are keenly aware that our business affects individuals and society on many levels, every day and we do not take this responsibility lightly.



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## Intellectual Property and Copyright

**Society is a richer place when content creators can benefit by monetizing their own original work.** Thousands of Getty Images contributors – photographers, filmmakers, illustrators and musicians – earn millions of dollars in royalties every month through their relationship with Getty Images and our family of brands. They also trust and expect Getty Images to defend their intellectual property from use without permission, in the form of a license. Their earnings help them invest in new original works, thus ensuring that a wealth of quality content continues to be available to our customers.

Helping people understand content creators' rights is an important initiative for all of us at Getty Images. We developed [Copyright 101](#), an introduction to copyright as it relates to imagery, and [Copyright 102](#), a podcast featuring photographers' points of view about copyright, for students, teachers and everyone interested in these issues.

[Stockphotorights.com](#) is the website we developed to benefit the entire industry as a hub for information on image licensing and copyright, and it is available now in local language in Japan.

Some contributors even use our business model to earn funds from their content to generate revenue for their own charitable projects. Since 2007, [The Compassionate Eye Foundation](#), founded by creative contributor Robert Kent and supported by colleagues at our image partner, OJO Images, has earned more than \$750,000 through creating and licensing imagery. CEF uses this money to help children through education and economic development programs in seven countries, beginning with schools in Guatemala and most recently, supporting a floating children's hospital in Cambodia.

In 2006, Getty Images created an entirely new way to help celebrities donate to charities they support. We've agreed to respect their privacy by not naming names, but we do this by helping celebrities arrange exclusivity in how their photos appear in various publications, for negotiated fees that are then paid to the charitable organizations. Through 2011, more than \$25,000,000 has been raised in this way.



93259183 / Paul Burns/Blend Images

## Press Freedom

Societies thrive best where there is a strong, free media, so Getty Images supports press freedom and journalists' ability to safely document the critical events of our time. We are pleased to support the following organizations that share these values:

- [The Chris Hondros Fund](#) - Getty Images is a strong supporter of the nonprofit which honors the memory and legacy of Chris Hondros, the Getty Images staff photographer and award-winning photojournalist who lost his life covering events in Libya in April 2011.
- [The Committee to Protect Journalists](#) promotes press freedom worldwide by defending the rights of journalists to report the news without fear of reprisal. I am honored to have joined the CPJ board this year and look forward to helping CPJ do the important work of keeping journalists safe to shed light in the parts of the world that most need our attention.
- [The Dart Society](#) - Getty Images is honored to support this organization, which supports journalists who cover violence and helps them understand trauma and its impact on them, their family and their colleagues.
- In 2005, Getty Images funded the curriculum development for [The Photojournalism and Documentary Photography](#), the first accredited photojournalism program in Africa. The PDP aims to develop a new breed of informed, curious and technically excellent African photojournalists who tell Africa's story through African eyes.
- [The Eddie Adams Workshop](#) - For more than a decade, Getty Images has been a proud supporter of this organization, which empowers young photojournalists in the early years of their careers. Each fall, members of our editorial team volunteer their time to mentor an elite group of young photojournalists from around the world to help bring them into the highest levels of the profession.



Tolo Pule, Courtesy of Market Photo Workshop



Robert Kent/courtesy of Compassionate Eye Foundation

The [Getty Images Grants for Editorial Photography](#) provides grants totaling \$100,000 per year to bring projects of personal and journalistic excellence to light. We are honored that emerging photojournalists, as well as established veterans, look to our grant program to support their newest and most challenging projects. Offered since 2005, the program funded a total of \$1,100,000 for more than 60 projects by such inspiring photographers as Eugene Richards, Lindsay Adario, Krisanne Johnson, David Holloway, Andrew Testa, Joan Bardeletti, Alvaro Zavalla, Stanley Greene and Walter Astrada.

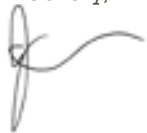
**Expanding the world's access to quality digital content is of key importance to an informed and educated society, so providing easy, legal access to content is a priority for Getty Images.**

- We strive to simplify websites and licensing process and to provide products at every price point so that images and other digital content are accessible to everyone.
- Special pricing is offered for nonprofits and for customers doing pro bono work:
  - Our [resource guide for nonprofits](#) brings the most affordable options together for this important sector of our society. We also have a site for free images – which can be a valuable resource for nonprofits and those with no budget at all, at StockExchange: [www.sxc.hu](http://www.sxc.hu).
  - In times of extraordinary natural disaster, such as the earthquakes in Haiti and the tsunami in Japan, our news teams create pools of images that we offer at no charge to agency customers working with relief organizations. Please be in touch with us at [community@gettyimages.com](mailto:community@gettyimages.com) for access to this resource.
  - [Getty Images Creative Grants](#) help photographers and agency creatives to work together to develop new imagery which will help a nonprofit they both support communicate more effectively.

In addition to these core business issues, we amplify our employees' personal charitable donations with matching funds. Many Getty Images employees organize community projects in our offices across the globe, and every year we jointly generate hundreds of thousands of dollars of support in the communities where we work and live.

Questions, comments and ideas about the issues we support and the power of digital media in our world are always welcome at [community@gettyimages.com](mailto:community@gettyimages.com) and you can see more about many of these projects and partners at [www.gettyimages.com/community](http://www.gettyimages.com/community).

Sincerely,



Jonathan Klein  
CEO and Co-Founder  
Getty Images



200135575-001/David Sacks/The Image Bank

A note about Getty Images environmental policies: Years ago, we led the photography industry's transition from an analogue model, dependent on film and printed catalogs, to an entirely digital enterprise. As a result, we continue to minimize waste and adverse environmental impact, while saving our customers both time and cost by simply transacting our business entirely on line. Our photographers use entirely digital workflows and we strive for responsible marketing practices that are either digital or recyclable. Getty Images employees also minimize energy use and office waste wherever possible in all our offices around the world.