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iStockphoto Seeks Video and Animation Submissions for New User-Generated Stock Video Collection Starting at \$5 per Clip

Contributors and Member Referrals Gain Credits and Referral Fees

CALGARY, Alberta, July 31, 2006 – iStockphoto®, the world's leading community-powered marketplace for stock photography and illustrations, today announced it is now accepting user-generated video, expanding its premier image collection to include royalty-free (RF) stock video, film, and animation clips for as little as \$5. This will be the first time that stylish, high-quality video will be offered at such compelling pricing from such a reliable, trusted source. Anyone can apply to become a video contributor at <http://video.istockphoto.com>. iStock™ videographers will collect downloads, earn royalties and receive 'video reels' like photographer canisters to show their sales levels.

iStockphoto democratized access to great images by offering them for as low as \$1. Now its nearly 1 million registered users average one image downloaded every three seconds. iStock has received thousands of requests to offer high-quality, low-cost video over the years. This is the right time to answer that demand because of the explosion in consumer appetite for video combined with the relative affordability of HD video cameras. Video, film and animation artists can finally join the vast international marketplace of iStockphoto, with its reputation for selling the best contemporary content at incredible prices. Anyone who contributes in these mediums in the first 90 days will receive 10 free credits, useable for any product on iStock. iStockphoto members who refer video contributors will receive a bonus of \$1 per clip, up to the first fifty clips



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accepted for RF use by their referees.

Robust Collection to Launch in September

Beginning in September, iStock will sell broadcast-quality footage, with a focus on digital formats, including HD video. Thirty-second clips will start as low as \$5. The new video clips will be accessible at both video.istockphoto.com and www.istockvideo.com.

“We’re offering thousands of videographers around the world the opportunity to reach a global audience and make money,” said Bruce Livingstone, founder and CEO. “There is a huge demand for video; people want up-to-the-minute, top-quality footage, but current prices are keeping most potential clients out. iStock is excited to provide videographers that same immediate connection between artists and global customers, just as we did with stills.”

Clip Size and Price Points

Size	Width	RF Price/Clip
Small	320x240	\$5
Medium	640x480	\$10
Large	720x486 (NTSC/PAL)	\$20
HD 720	1280x720	\$35
HD 1080	1920x1080	\$50

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About iStockphoto

iStockphoto, <http://www.istockphoto.com>, the world’s first, largest and most innovative community marketplace for digital imagery, pioneered the micropayment phenomenon in this industry, enabling buyers to license images for as little as a dollar. In partnership with its members, iStockphoto has turned community into commerce, transforming the digital imagery market by encouraging passionate dialogue and education, while making imagery affordable to businesses that may not have licensed imagery otherwise. iStockphoto is headquartered in Calgary, Alberta, Canada.

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