

FOR IMMEDIATE RELEASE

January 14, 2014

## **Dentsu Announces Business Alliance with Getty Images Japan**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has entered into a business alliance agreement with Getty Images Japan, K.K. (President: Kumiko Shimamoto; Head Office: Tokyo), the Japan office of Getty Images, Inc.<sup>1</sup> (Corporate Headquarters: Seattle, U.S.A.), one of the world's largest digital content companies and a leading creator and distributor of still imagery, video footage, multimedia content and music on a global basis. Through its alliance with Getty Images Japan (hereinafter "Getty Images"), Dentsu will fuse the knowledge and know-how of both companies in the global communications area, market Getty Images's range of services in Japan on a joint basis, and work with Getty Images to develop and market new services.

The decision to form a business alliance with Getty Images was based on the growing demand for global PR services. Japanese companies accelerating their expansion into overseas markets and the rise of social media are driving the increasing need for visual communications, and the importance of the global transmission of information from Japan is expected to escalate accordingly.

To meet the growing demand for global PR, the two companies will strategically promote the publicity distribution service "image.net" provided by Getty Images as part of the global PR solutions and services that Dentsu provides to its clients, and they will work together to develop new services, technologies and products for the content marketing and promotional communications domains.

With 80,000 media contacts in more than 70 countries, image.net (<http://www.image.net/>) is the world's leading publicity distribution service. Its forte lies in the fact that it can deliver in a timely manner still images, video footage and other rich content that can be used as is

---

<sup>1</sup> Established in 1995, Getty Images, Inc. is headquartered in Seattle, Washington, U.S.A. One of the world's largest digital content companies, Getty Images has distributed more than 10.3 billion still images, 1.8 million video clips and 300,000 music tracks in more than 100 countries around the world.

immediately to news media such as television stations, major newspapers, magazines and online media. Moreover, the access history and the actual media outlets in which the materials were used can be easily checked.

Event organizers, corporate sponsors, sports organizations, film distribution companies and other such entities around the world use image.net when issuing press releases that provide information such as a new product launch or an event co-sponsorship or collaboration. The image.net service is also used to distribute video content on a global basis.

Dentsu and Getty Images will combine their respective know-how and technologies to further enhance the added value of the services provided by image.net and develop new content marketing and promotional techniques through the use of the metadata of digital materials. Dentsu will then use these new services to deliver innovative solutions to its clients' global communication needs.

### Conceptual Diagram of image.net



### Profile of Getty Images Japan

Company Name: Getty Images Japan, K.K.  
 Representative: Kumiko Shimamoto (Representative Director)  
 Address: 2F, Gibraltar Seimei Harajuku Building  
 1-3-12 Jingumae, Shibuya-ku, Tokyo  
 URL: <http://welcome-to-gettyimages.jp/>

Date of Establishment: October 1997  
Getty Images Sales Japan, G.K. was established on August 1, 2006

Capital: JPY 10,000,000

Number of Employees: Approx. 50 (as of January 2014)

Business Operations:

1. News agency that provides news footage and photos
2. Content provider that provides still images, video, music and other content
3. Content licensing around the world

#####

Contact: Shusaku Kannan  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)