

Press Release

One year of ClipDealer.de – the rapidly expanding online marketplace for royalty-free footage clips

ClipDealer is looking back on a successful first year of business. The company has grown from nothing to become the largest German online marketplace for royalty-free video footage clips in the mid-range price sector. ClipDealers's special quality is that the marketplace offers a fixed pricing system and uploads clips and assigns key words to them free of charge for its top sellers. Consequently, production companies, multi-media and advertising agencies are already flocking in large numbers to avail themselves of ClipDealer's growing portfolio. There are now more than 38,000 clips available, providing a low-cost alternative to producing the material in-house. The expansion of other functions is also making excellent progress. In the spring, for instance, more than 10,000 clips will provide a massive bandwidth of audio footage for users of ClipDealer.de.

The platform, which is based on technology developed in-house, was launched in March 2008. There are now over 38,000 video footage clips available for download. Production companies, multi-media and advertising agencies, as well as editorial teams, use the footage material from ClipDealer at trade fairs, on TV and on the Internet. The platform is currently growing by around 4,000 video clips a month. The portfolio was extended at the end of January 2009 with audio footage, so that, to mark the site's 1-year anniversary, there are now royalty-free sounds and GEMA-free music from various genres available to download.

The clips are categorised and assigned key words to help sophisticated search criteria quickly locate the right clip. Depending on the user's requirements and what the clip is to be used for, the video footage clips are available in various resolutions from web video to full HD, and are available to download straight away after purchase. The film and audio material is billed at a fixed price, depending on the resolution or quality of the clips, but regardless of what they are used for or how often. The fixed-price system makes calculating costs easier, offers planning security and makes footage an inexpensive and time-saving alternative to in-house production.

The royalty-free video footage clips are used by camera crews, film producers and keen amateur film-makers who, when they sell their clips, receive a share up to 50 per cent of the net sales. ClipDealer provides the entire technical infrastructure, takes charge of marketing the site, processes payments, conducts research services and handles any support queries. “With free services,” says Markus Hain, Managing Director of ClipDealer GmbH, “we stand out from the competition. Our particular feature is that we offer our top sellers a free service in which we take charge of the time-consuming uploading and assigning of key words to their clips. The rapid growth in content illustrates the success of this strategy, which is also reflected in rapidly-growing numbers of buyers, sellers and visitors.”

For Markus Hein, who has already turned pixelio.de into the world’s second-largest picture database for free, royalty-free photos, intuitive user guidance and usability are the key to the success of the platform, which is constantly being extended with further features. These include, for instance, a broadening of the search options and the expansion of community and social networking functions, which step up and facilitate exchange between clip buyers and sellers. “One year after our platform launched, we are extremely satisfied with its positive development. This year, we will be focusing on innovative functions and a further expansion of our portfolio, in order to keep pace with the growing market. We are seeing, for instance, that more and more medium-sized companies want to enrich their websites with moving images. With our ever-growing portfolio, which comes at easy-to-calculate prices, an appealing platform and excellent service, we are ideally placed to serve this extra demand and increase our market share.”

For further information on prices and products, visit www.clipdealer.com