



SNAPVILLAGE FACT SHEET NOVEMBER 2008

SnapVillage, the simple and affordable stock photography website empowered by Corbis, combines the best features of consumer photo-sharing websites with an online marketplace to create a distinctly better place to buy and sell affordable user-generated royalty-free photography. SnapVillage is a fresh approach to stock photography with a clean, intuitive website, straightforward pricing and purchasing as well as innovative interactivity features that generate its proprietary “Snappyness” picture ratings. SnapVillage features the revolutionary “Pick Your Own Price” model that gives photographers control and flexibility so they can maximize their income.

Since its beta launch in June 2007 and commercial launch in June 2008, SnapVillage has actively incorporated customer feedback and introduced enhancements to the website on a continuous basis. SnapVillage’s English-language website is available to both customers and contributing photographers in almost every country around the world. SnapVillage has a collection of nearly 300,000 images, with more than 10,000 new images contributed weekly.

THE FRESH APPROACH OF SNAPVILLAGE

Straightforward Pricing and Payment: SnapVillage makes purchasing quality images for any creative project simple, easy and affordable. Photographs can either be licensed individually or via a subscription. Individual Standard License images are available at \$1, \$5, \$10, \$25 and \$50, with Product Licenses available for \$35, \$50, \$80, \$100 and \$125. There is a flat price for three file sizes {Small (~3mb), Medium (~6-8mb) and Large (more than 10mb)}. In addition, SnapVillage offers a variety of subscriptions, including an offering for \$199 for 30 days with a maximum of 750 downloads. All payments are conducted via credit card instead of cumbersome credit packs, tokens or other complicated pricing schemes that require buyers to make upfront commitments. A small selection of free content is always available on SnapVillage to allow users to experiment with the website.

Simple, Superior Customer Experience: SnapVillage has a simple, clean, highly visual website that is designed to be more interesting and easier to use. SnapVillage has put an emphasis on making the website intuitive for all types of creative buyers, so that people with all levels of experience will feel comfortable using it.

“Snappyness” Score Uncovers Fun, Fresh Imagery: SnapVillage offers fun and useful interactive features such as community image tagging (keywording), saving pictures as favorites, commenting on images and sharing images with others. These features allow users to communicate with each other and with the website in multiple ways, enhancing the experience for the entire community. In addition, every image in the SnapVillage catalog has a living, breathing “Snappyness” score based on a sophisticated and proprietary algorithm. “Snappyness” is a dynamic rating that is driven by multiple measures of a picture’s popularity, including the number of times it has been viewed, downloaded, “favorited,” commented upon, shared and purchased. The “Snappyness” rating ensures that SnapVillage searches yield the freshest and best images.

Pricing That Empowers Photographers: SnapVillage’s unique pricing structure gives photographers greater control and flexibility in managing and maximizing their photography and income. With a Standard License, the SnapVillage “Pick Your Own Price” model gives photographers the ability to set image price levels at five price points of \$1, \$5, \$10, \$25 and \$50, while a Product License can be set at corresponding price points of \$35, \$50, \$80, \$100 and \$125. Each license allows photographers to change prices on their pictures at any time. SnapVillage does not have exclusivity requirements and pays a royalty rate of 30 percent across the board for all flat price image sales and 30 cents a download on all subscription sales. All photographer payments are made via PayPal.

Access to the Premium Market: As part of Corbis Corporation, SnapVillage can offer its contributors something most other microstock sites can’t: potential access to the premium stock photography market. SnapVillage is introducing programs to find great photographers who show the potential to sell their work on Corbis.

Streamlined Image Submission: SnapVillage’s open submission process invites anyone worldwide, from the hobbyist to the professional photographer, to submit images to SnapVillage’s website. Images will be processed by the SnapVillage editorial team who will review the imagery before releasing them to the SnapVillage website. Images may be uploaded online or by mailing a CD or DVD to SnapVillage (address available at SnapVillage.com).

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