

LOLA CLIPS

LOLA Clips and ABC Commercial announce clips deal



ABC Commercial and LOLA Clips have signed a multi-year, international representation agreement for clip sales of the Australian Broadcasting Corporation's stock video content archive.

Wide-ranging archive of audio-visual content

Headquartered in Sydney, the Australian Broadcasting Corporation ('ABC') has recently celebrated its 90th anniversary.

Since the first radio broadcast in 1932, the ABC has collected and preserved its radio and television recordings that have documented the cultural life of Australia, resulting in one of the world's most extensive broadcast archives.

Its wide-ranging collection of audio-visual content is drawn from many decades of television and radio production in its role as the national broadcaster, and provides a rich, fascinating audio-visual history that encompasses national and international news, current affairs and events, documentaries, entertainment, education and sport and more.

Opening up the collection Internationally through LOLA Clips

Janine Chrichley, Manager of Library Sales, observed: "Our new agreement with LOLA Clips is an exciting opportunity for ABC Commercial to open up the ABC's extraordinary archive collection to a whole new audience. I am looking forward to working with the LOLA team to take our content to the international production community, in what promises to be a very fruitful partnership."

LOLA Clips Co-Founder, Sandra Coelho commented: “This partnership with ABC Commercial is pivotal for LOLA in our goal to become the number one source for unique and high quality archival content Internationally. We’ve been working with Janine for a while, and the depth and breadth of the collection just keeps on amazing us. Our job at LOLA is to get all our international clients to become aware of this collection and start to discover it in detail.”

Researching the Collection

The collection includes footage, from news coverage of the biggest global and national stories, to interviews with some of the world’s greatest pop icons, as well as audio archives, transcripts and still photography dating back to 1932.

With such a large collection there are huge swathes of undigitized offline material that need to be researched.

With LOLA working closely with the teams in Sydney they ask researchers interested in finding out more to email their briefs to info@lolaclips.com so they can liaise internally with the research teams within the collection in Australia.

Need FOOTAGE? Think LOLA

Contact: Sandra Coelho or Dominic Dare - info@lolaclips.com

About LOLA Clips

LOLA Clips is a video content agency based in London and Los Angeles. Founded in 2015 LOLA has steadily grown to become an industry force in monetizing video archive content into film and television productions. With over 25 media partners choosing to use LOLA Clips as their agency of sales, LOLA is the trusted source for sourcing and licensing footage from Hollywood, London and Sydney. LOLA has pioneered drone footage and aggregates bespoke content on-demand as well as offering a consultancy to find and source archive content internationally. If you need footage just THINK LOLA.

About ABC Commercial

ABC Commercial is responsible for taking the Australian Broadcasting Corporation’s screen content, services and brands to the Australian and international marketplaces. From a full suite of digital services and traditional businesses, ABC Commercial extends the global reach of the ABC’s bold, compelling and entertaining content across territories and platforms. All revenue generated from ABC Commercial’s activities is reinvested into the production of the ABC’s high-quality content.

