

Orchard Clips launches industry survey with Amazon vouchers up for grabs

FOR IMMEDIATE RELEASE: 24th July 2023

London, UK: New Middle East-focused clip sales business [Orchard Clips](#) is conducting a [survey](#) for anybody who works with archive and stock footage. The survey is a way for the business to understand the footage and operational requirements of archive researchers, producers and other industry professionals.

Everybody who completes the survey and registers on the Orchard Clips website will be entered into a prize draw to win £250 (or equivalent value) in Amazon vouchers*. The survey and draw is open to anybody over the age of 18, worldwide.

Luke Smedley, Head of Orchard Clips commented on the survey: "It's important to Orchard Clips that we provide the best quality content and service. To help us do this, we are keen to hear from clients, prospective clients and anybody else within the industry. We want to know how to make your working life easier, provide the footage that you need and make the licensing process simpler."

The brief survey covers areas such as content requirements, websites and platforms, pricing and licensing, and other services. It should take no more than ten minutes to complete.

The survey and draw close at 23:59 GMT on 31st July 2023.

Anybody who wishes to complete the survey can do so at the following address:

<https://form.jotform.com/231904960345053>

*Terms and conditions apply.

About Orchard Clips

Orchard Clips offers an unparalleled selection of both historic and contemporary footage showcasing the rich diversity and cultural heritage of the Middle East and North Africa.

[See showreel here](#)

Orchard Clips draws on its award-winning sister company **OR Media**'s 30-year archive of documentary footage and unmatched access to people, places, and events across the Middle East. The Orchard Clips team has scoured thousands of hours of footage for exclusive and elusive clip content. From events throughout the region's history to the everyday lives of its citizens.

Over 15,000 clips are already available with hundreds more being added every week for use by documentary producers, news channels, publishers, and brands.

OR Media is also currently documenting Saudi Arabia's societal transformation, Vision 2030, and has been granted unique access to major cultural, historical and archaeological projects, many of which have gone unrecorded and unseen by the outside world. With over 150 hours of documentaries currently in production, Orchard Clips will make this footage, shot to the highest quality by award-winning filmmakers, readily available to worldwide content producers.

In addition to the exclusive content from OR Media, Orchard Clips will be collaborating with high-profile third parties for content acquisitions and partnerships. The company is committed to helping Middle Eastern content owners turn their archives from a "cost sink" into a revenue-generating resource. They also plan to offer new user-generated content (UGC). The team will provide advice and support to help content owners effectively maximise their revenue potential.

To ensure that customers can quickly and easily find and licence the content they need, Orchard Clips has partnered with Veritone, a leader in developing AI tools and services for video clip content 'search and find'. The user-friendly platform will offer content that is both searchable and licensable online in English with an Arabic version coming soon. The range of purchasing options ensures that clients with different requirements can find a package that meets their needs.

Contact – luke.smedley@orchardclips.com +44 7890 104596

