

Orchard Clips survey records the challenges and opportunities for the archive footage industry

FOR IMMEDIATE RELEASE: 12 September 2023

London, UK: Archive and stock footage is very much in demand according to the results of an industry survey; although users often struggle to find the right footage to meet their brief.

The survey, conducted by Orchard Clips, found that 82% of respondents searched for archive and stock footage on a daily or weekly basis. But, they often faced limited choice, clearance issues and poor metadata, with 65% saying that they found the selection of Middle East and North Africa (MENA) footage in particular either limited or average.

Historical events dominate users' requirements, with every single respondent typically requiring this kind of footage. Cultural and social scenes, and Stockshots are also in high demand, with 89% and 59% respectively saying that they sought such footage.

Luke Smedley, Head of Orchard Clips commented on the survey: "I wasn't surprised that every response said they required historical footage. But to have nearly 90% saying that they were looking for cultural and social scenes was more surprising. It shows a growing appreciation that archive and stock footage can be used to tell contemporary stories as well as historical ones, and that it can be used to bring a sense of authenticity."

Other takeaways from the survey included:

- Budgets remain healthy: 63% of respondents' customers / clients spend over £2000 per month on archive and stock footage.
- Licensing Model: No preference between rights-managed and royalty free; choice depends on project needs for nearly 60%.
- Purchase Preferences: 59% preferred buying by clip, while 41% preferred per-second pricing.
- Crucial Sourcing Countries: Iran, Israel, Iraq, Saudi Arabia, and the United Arab Emirates were identified as vital for sourcing footage.
- Assisted Research Service: 83% expressed intent to use an assisted research service.

Greg Aslangul, Head of Sales at Orchard Clips said "We have learned a lot from the results. There are challenges for people within the industry. But, with our extensive collections of both historical and contemporary footage from across the MENA region we can help with footage needs, and our expert researchers are on hand to help find hidden gems."

The results of the Orchard Clips Survey 2023 can be viewed here: <https://tinyurl.com/oc-srvres>

To discuss any element of the survey results or how Orchard Clips can help with your next project contact contact@orchardclips.com or +44 (0)20 7440 3445

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.

Nearly 20,000 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.

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Orchard Clips Survey 2023



CONTENT AVAILABILITY

82% Search for archive or stock footage on a *daily* or *weekly* basis

Say the current selection of Middle East and North African (MENA) footage is either *limited* or *average*

65%

Most common challenges faced when searching for MENA-related footage:

- × Limited choice
- × Clearance issues
- × Poor metadata

MOST SOUGHT COUNTRIES

- 🇮🇷 Iran
- 🇮🇱 Israel
- 🇮🇶 Iraq
- 🇸🇦 Saudi Arabia
- 🇦🇪 United Arab Emirates



IMPORTANT WEBSITE FEATURES

- ✓ Curated Collections
- ✓ Un-watermarked screener downloads
- ✓ Multiple master formats / sizes (bigger is better)

MOST SOUGHT SUBJECTS



Historical Events

100%



Cultural and Social Scenes

88%



Stockshots

59%

SERVICES AND ASSISTANCE

- ✓ 83% would use an *assisted research* service
- ✓ 41% would use a *shoot on demand* service
- ✓ 23% would use a *rights clearance* service

PRICING AND LICENSING

Preferred Licensing Model



From research to purchase  12% the same week
41% months or longer

Company / client spend on archive and stock per month

13% less than £1000  63% over £2000

ABOUT THE RESPONDENTS

Countries:



France, Spain, United Arab Emirates, United Kingdom

Sectors:

Film and Television, News and Journalism

