

Manage your stock image library efficiently with Bynder and Getty Images

Store and access all of your purchased images from Getty in Bynder, for one centralized source of truth

Getty Images is among the world's leading creators and distributors of award-winning still imagery, video, music and multimedia products, as well as other forms of premium digital content.

Utilizing rich media is important across all touchpoints. But lack of visibility leads to underutilized content, reduced ROI, and creates duplicate work. Having a centralized library of licensed content helps reduce costs associated with purchasing duplicate or similar content. It also provides a pre-approved library of content so everyone is using content that is on brand, preventing them from sourcing their own content that isn't approved or licensed.

Bynder's integration enables users to access all the images they've purchased in Getty Images from their Bynder Brand Portal. Each time an asset is purchased, it is automatically added to Bynder for use. Keep all media centralized in one place and save time searching for images.

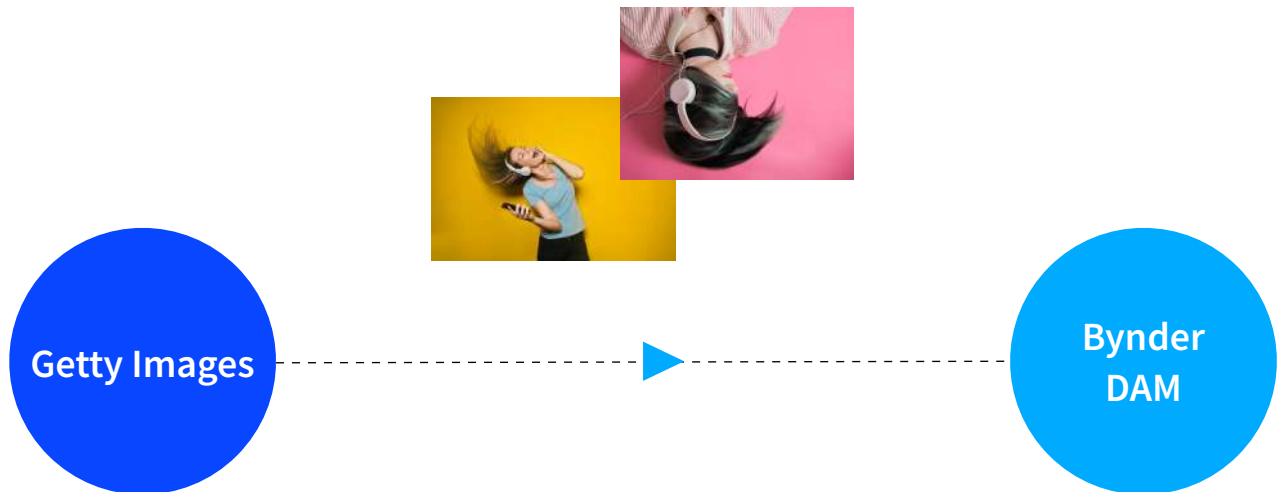
Benefits

- Save time manually uploading stock images to multiple locations
- Control access and usage of stock images
- Easily search for purchased images in your asset library for reuse
- Manage all assets from one central place

Features

- Purchased assets are automatically uploaded to the DAM for use and visibility
- Search for assets purchased from Getty by metaproperty in Bynder
- All defined derivatives in Bynder are created upon upload
- Getty ID and tags are sent over and searchable
- Maps to Getty ID to prevent duplicates

- Can be configured to require approval once sent over to Bynder
- Available to Getty Images users with a Premium Access account
- Possible add-on: Support for iStock



Getty Images to DAM

- Purchases from Getty Images are automatically stored in Bynder
- Getty ID, tags, and any configured metaproperty fields are stored with assets

For more information, contact us or visit www.bynder.com/integrations/getty-images.