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NHK's High Definition Video Footage Now Available Through Thought Equity Motion

Japan's Public Broadcaster Selects the World's Largest Footage Library as Licensing Partner

DENVER, April 13, 2010—NHK International, Inc., the global footage licensing business of NHK (the Japan Broadcasting Corporation), and Thought Equity Motion, Inc.—the world leader in digitizing, delivering and monetizing video content—announced today an agreement that makes NHK programming and news content available for licensing internationally on www.thoughtequity.com and through Thought Equity Motion's global sales network.

"It's an honor to be working with the worldwide leader and innovator in high-definition and ultra high-definition video content production," said Kevin Schaff, CEO and Founder of Thought Equity Motion.

"NHK is Asia's most renowned broadcaster, with 75 international correspondents reporting in 31 locations around the world. Its incredible breadth of topics and archival content originating in HD is unmatched. NHK began researching Hi-Vision technology in 1964 and produced the world's first-ever HD program. With an HD archive that includes non-replicable footage from 1982 to date, NHK's library is a tremendous asset for today's digital content producers."

The NHK collection available through Thought Equity Motion includes premium video covering news, sports, culture, the environment, technology, world-heritage and other global topics selected from premium programs produced by NHK. Clips of magnificent natural scenes produced by HTB (Hokkaido Television Broadcasting) are also available through Thought Equity Motion.

Akihide Mizoguchi, Executive Managing Director of NHK states “We’re excited about expanding access to our high-definition content and generating new evolution with Thought Equity Motion’s cutting-edge technology platform and licensing expertise. With Thought Equity Motion’s advanced tools, the international production community will be able to search, preview, and download NHK’s HD content online quickly in a range of formats and languages.”

Thought Equity Motion began operating in Tokyo in 2007 and has been a driving force in the growth of the global video licensing market since 2003.

“Thought Equity Motion has experienced annual revenue growth of more than 100 percent per year in the Asian market,” said Mica Imamura, Thought Equity Motion’s General Manager, Asia-Pacific. “We are currently the footage licensing leader across the Asia-Pacific region, and we’re excited about how NHK’s content will further propel our market position. We see the region as one of our key growth markets, and we are continuing to expand our presence here.”

For media inquiries about Thought Equity Motion, contact Sachie Takahashi (Japan) at stakahashi@thoughtequity.com or Abby Lurie (US) at alurie@thoughtequity.com. For media inquiries about NHKI, contact Ryoko Takagi (Japan) at archives@nhkint.or.jp. For more information on Thought Equity Motion and The NHK collection, visit www.thoughtequity.com/nhk.

About Thought Equity Motion:

Founded in 2003, Thought Equity Motion is the world leader in digitizing, delivering and monetizing high-quality video content. Video from Thought Equity Motion’s unparalleled library is seen globally every day in film, television, the Internet, digital signage, and other emerging applications. The company’s media partners include BBC Motion Gallery, NBC News, Paramount Pictures, MGM Studios, HBO Archives, The New York Times, National Geographic, Sony Pictures, and the NCAA® and its Content Services clients include the world’s leading advertising agencies, producers of entertainment, and publishers. Headquartered in Denver, Thought Equity Motion has a digital refinery in Laramie, Wyo. and offices in Los Angeles, New York, Chicago, Tokyo, Sydney, Toronto, London, Paris and Mumbai. For more information on licensing stock footage, call +1.720.382.2869 or email sales@thoughtequity.com.

About NHK International:

NHK International, Inc, an affiliate of NHK, distributes NHK High Definition (HD) News Clips and Extensive Archives Footage outside Japan.

NHK Archives keep 3,300,000 News Items, including Nippon News covering global news video in the years 1940 - 1951 (210,000 feet of film), and 550,000 TV Programs, much of which is available in HD.

NHK covers about 800 news items in HD every day. Updated daily, the collection offers HD news footage of the world's major news stories since the late 90's.

Relying on 30 years of experience, we believe we can offer your project the prompt and efficient support it needs.