



Getty Images and Vitrina AI Announce Strategic Engagement to Enhance Video Supply-Chain Mapping in Rapidly Growing Markets

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New York, NY – September 30, 2024 – [Getty Images](#), a preeminent global visual content creator and marketplace and [Vitrina AI](#) are pleased to announce a strategic engagement to utilize the Silicon Valley-based tech and AI company Vitrina AI's advanced mapping technology and real-time intelligence of the video supply-chain in rapidly growing markets worldwide to support Getty Images' regional teams.

Through this collaboration, Getty Images will gain access to Vitrina AI's advanced technology, which provides comprehensive intelligence into content partnerships, partner profiling, project insights, and market entry strategies to explore new production-related opportunities within the global video content business.

"We are thrilled to assist Getty Images with real-time global insights and data, especially at a time when the Film and TV sector is at the crossroads of significant changes and transformations," said Atul Phadnis, CEO of Vitrina AI. "Our work will help empower their teams to better navigate this dynamic landscape and capitalize on emerging opportunities."

A core aspect of this engagement is Vitrina AI's ability to map the entire video supply-chain across regions including APAC, the Middle East, and LATAM, as well as other global markets. These regions, known for their dynamic entertainment industries, often face challenges due to a lack of structured data. Vitrina AI's sophisticated tracking and mapping capabilities will offer Getty Images actionable insights into production, post-production, and distribution networks, facilitating smoother operations and more strategic partnerships across the video supply-chain.

"We are excited to work with Vitrina AI, whose insights on business intelligence and production trends will be crucial to not only help us track and map the video supply-chain in key markets but help our teams and customers make informed decisions around emerging opportunities across the global entertainment landscape," said Gene Foca, Chief Marketing Officer at Getty Images. "Our work with Vitrina AI will help us streamline global licensing and sales operations around production and video, sharpen partner profiling, and help us provide added value to our customers through tailored insights across production and distribution."