



Penske Media and Getty Images announce exclusive global content partnership

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New York – July 19, 2022: Today, Penske Media Corporation (PMC) announced an exclusive global partnership with Getty Images, a preeminent global visual content creator and marketplace. The multi-year agreement includes content representation, production, and licensing – delivering PMC’s unique and compelling content to global audiences through Getty Images’ award-winning entertainment photographers and videographers, industry-leading global platform, and expert international sales team serving millions of buyers in almost every country around the world.

Commencing in Fall 2022, Getty Images will be the exclusive global distribution partner for PMC’s unique collection of photographic content from their most iconic brands including WWD, The Hollywood Reporter, Rolling Stone, Variety, Billboard, and others. Getty Images will host and represent its library, including over five million images from its legendary historical archive, as well as ongoing, newly created entertainment content.

In addition, PMC will collaborate with Getty Images’ team of global entertainment photographers and specialists to create and distribute content from PMC’s industry-leading events, galas, summits, and conferences, capturing unique moments with exclusive access and positions. The agreement also includes a Getty Images licensing subscription to give PMC access to Getty Images’ unmatched photo and video content, including global editorial coverage of news, sports and entertainment events, the world’s largest privately held photographic archive, and differentiated creative and commercial content.

Jay Penske, Chairman and CEO of Penske Media said, “Getty Images has unmatched capabilities to seamlessly cover and distribute content from our global events. Their comprehensive coverage and archive are vital for our brands to draw upon to enhance and complement our visual storytelling. We are excited to partner with the preeminent provider in this space.”

“It is a privilege to once again exclusively collaborate with the team and legendary brands at Penske Media,” said Craig Peters, CEO, Getty Images. “Penske Media shares our commitment to delivering superior and innovative content to the world and we are excited to support and represent their world-class brands, events and archive.”

PMC content will be available on [gettyimages.com](https://www.gettyimages.com) beginning Fall of 2022.

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