

## INTRODUCING OUR NEW REUTERS PICTURES WEBSITE

Access an archive of 6 million pictures, with 1,600 added daily, from over 600 photojournalists

### **Login** at reuters.com/pictures

If you do not have a username and password, <u>register</u> online at <u>reuters.com/pictures</u> or <u>contact</u> your Reuters representative. Existing customers can use their same login details.

Tick Remember Me to automatically login every time.

Tick Remember Me to automatically login every time.

Tick Remember Me to automatically login every time.

will be covering today.

2 ABOUT US

1 COVERAGE

Learn about Reuters history, our team, operation and products.

**3 PROJECTS**Browse our latest visual projects.

Find out what our global team

4 BLOG

Read the latest photographer
blogs and find related package

5 CONTACT US

Contact us with sales queries.

Our redesigned homepage gives you access to more of our best packages at a glance. Other features include:

**6 MY LIGHTBOXES**View and manage your lightboxes.

7 CART

Buy multiple images at once. View and manage contents in your shopping cart.

#### 8 MY ORDERS

View and manage your order history. Orders are organised into those pending authorisation, authorised for purchase and completed. You can modify usage rights, request a credit and download a picture again.

#### 9 YOUR ACCOUNT

Update your account details, date format and reset your password.

#### 10 SEARCH

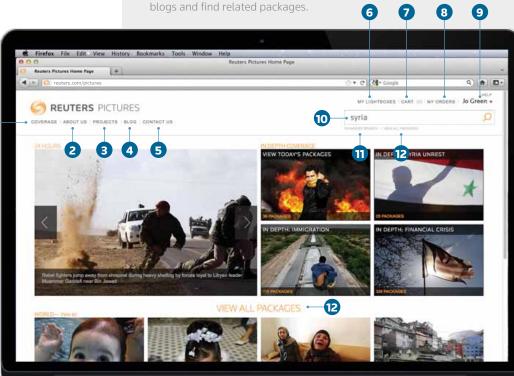
Enter your search terms or image number into the box to begin your search.

#### 11 ADVANCED SEARCH

Search using additional filters including Date Range, Topic, Region/Country, Picture Orientation and Photographer. You can also access Saved Searches and set the Sort Order for your search results.

#### **12 VIEW ALL PACKAGES**

Direct access to all our latest and best picture packages from all leading topics, such as Business, Conflict, Health, Environment, Travel, Society, Entertainment, Politics, Pictures of the Month and more.





## **BROWSE** OUR PACKAGES

Our best picture selections are curated daily by our Editors into topical packages

Click on **View All Packages** on our homepage for direct access to all our latest, best and most illustrative picture packages from leading topics, such as:

#### 24 HOURS

The 24 Top Pictures packaged daily.

#### CONFLICT

Including the latest stories, Top Pictures and retrospective packages, with sub-topics on specific conflicts.

#### **BUSINESS**

Featuring the latest stories, illustrative picture packages with sub-topics of Business profiles and Commodities.

#### SOCIETY

Focusing on social issues with subtopics including Immigration, Youth, Women, Crime, Food and Drink, Education, Labour and more.

#### **ENVIRONMENT**

The latest stories and Top Pictures with sub-topics on sustainable energy.

#### **PROFILES**

Global personalities from the worlds of Politics, Sport, Business and Entertainment.

#### **CREATIVE USE**

The best illustrative pictures packaged from subjects including Crime, Children, Labour, Food, Health Issues, Medical, Alcohol, Commodities, Energy and more.

#### **REUTERS BOOKS**

Selections from our celebrated books.

#### **PICTURES OF THE YEAR**

Easy to use annual packages of the best pictures from 2001 to 2012.

#### **AWARD WINNERS**

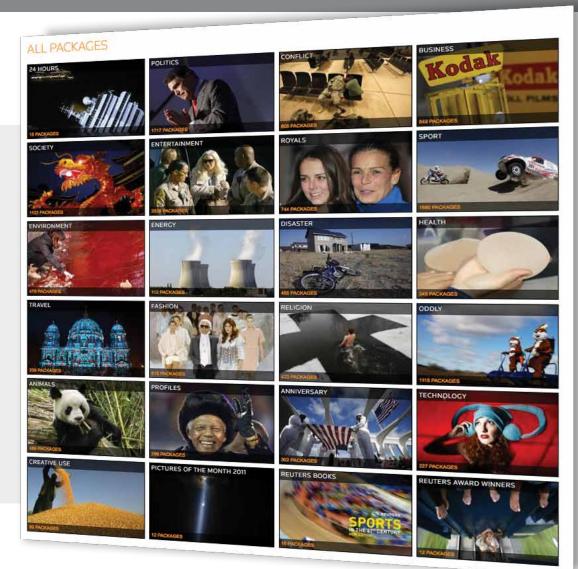
Gallery of all Reuters images awarded prizes throughout the year.

#### **GRAPHICS**

We have a searchable archive of fully editable graphics – updated daily, featuring top world news events and topics such as Business, Sport, Entertainment, Conflict, Society, Disaster, Environment, Health, Sci-Tech, Elections and History.

>> Sign up to receive daily picture package alerts of your choice direct to your inbox.

Contact your sales representative for more details.





## **BEGIN** YOUR SEARCH

Our new website offers you improved search functionality, whether you are initiating a search or wanting to refine your results

Search here

The **Search** box appears at the top right of all pages, enabling you to run a search easily from wherever you are.

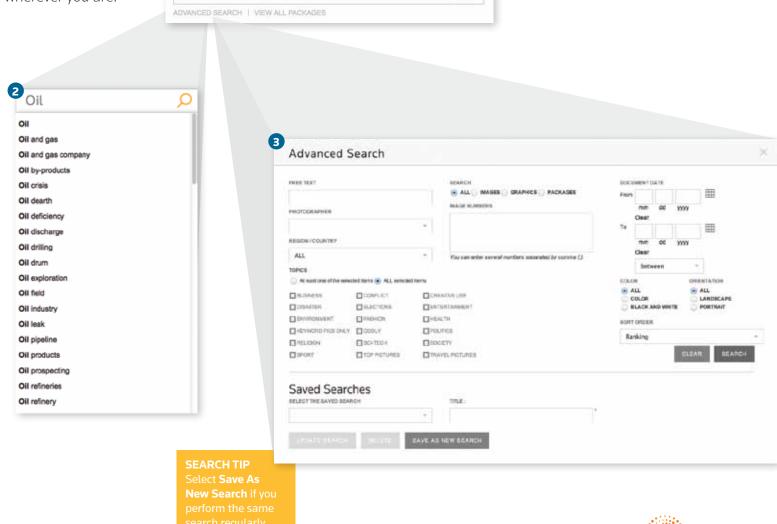
#### 1 SEARCH

When typing in the **Search** field, a number of suggested search terms will appear that correspond to our captions and keywords. Keywords are applied to our best images to enable better searching.

2 For example, if you type Oil, you will see the relevant search terms:
Oil, Oil and gas, Oil by-products,
Oil crisis, etc. You can either choose one from the list or continue writing your own search terms.

#### 3 ADVANCED SEARCH

The Advanced Search function can be accessed by clicking the link just below the search box and includes functions to help filter your search by Date Range, Topic, Region/Country, Picture Orientation and Photographer, as well as Saved Searches and set the Sort Order for your search results.





## **REFINE** YOUR SEARCH RESULTS

You can filter your results post-search – enabling you to drill down to find exactly what you are looking for



### **TOPICAL** KEYWORDS

Keywords are a powerful tool which can be used at any stage of your search

All Top Pictures and Pictures of the Month are keyworded, plus an extended edit of the best illustrative, newsworthy and generic pictures. All packages are keyworded too with the main themes and subject matter.

#### **» BUSINESS**

Finance, Banking, Stock Market, Trader, Economic Crisis, Trading Screen, Corporate Logo, Retail Business, For Sale Sign, Industrial, Unemployment, Wealth, Poverty, Commuting, Employee, Office Building, Cityscape, Globalisation, Construction, Money, White Collar Worker.

#### **» CONFLICT**

War, Insurgency, Gun Battle, Bombing, Victim, Anti-War, Protest, Riot, Firearms, Confront, Crime, Criminal, Violent Crime, Mafia, Gang, Trafficking, Illegal Drugs, Arrest, Police, Prisoner, Law Court.

#### **» DISASTER**

Natural Disaster, Earthquake, Volcano, Mudslide, Forest Fire, Aftermath, Disaster Relief, NGO, Plane Crash, Train Crash, Stampede, Vehicle Accident, Industrial Disaster.

#### **» ENERGY**

Environment, Energy Industry, Electricity Industry, Oil industry, Oil pipeline, Petrol Station, Renewable Energy, Biofuel, Solar Power, Power Station, Nuclear Power, Energy Crisis.

#### **» ENTERTAINMENT**

Celebrity, Royalty, Actor, Music Artist, Art, Performance, Concert, Theatre, Award Ceremony, Red Carpet, Press Pack, Facial Expression, Clothing, Clothing Accessory.

#### **» ENVIRONMENT**

Environmental Issue, Climate Change, Erosion, Pollution, Waste, Recycling, Agriculture, Conservation, Sustainable Development, Bad Weather, Storm, Hurricane, Snow, Rain, Sunshine, Blue Sky, Lightning, Vapour Trail, Ice Landscape, Rural Landscape.

#### » FASHION

Fashion Show, Fashion Model, Fashion Designer, Catwalk, Oddly Fashion.

#### » HEALTH

Medical, Hospital, Medical Emergency, Hygiene, Disease, Injury, Unhealthy, Overweight, Smoking, Addiction, Medical Profession, Childbirth, Medical Treatment, Surgery, Exercise, Mental Health.

#### » ODDLY

Oddly Enough, Strange, Bizarre, World Record, Largest, Longest, Smallest, Highest.

#### » POLITICS

Politician, Political Rally, Political Advertising, Elections, Election Campaign, Vote, Pressing The Flesh, Communism, Far Right Politics, Global Economy.

#### » RELIGION

Christianity, Islam, Buddhism, Judaism, Hinduism Animist, Religious Festival, Religious Clothing, Fundamentalist, Prayer, Pilgrimage, Church, Mosque, Temple, Faith, Cleric.

#### **» SCI-TECH**

Science, Technology, High Tech, Space, Invention, Medical Science, Scientist, Genetic Science, Space Exploration.

#### » SPORT

Funnies, Speed, Action Shot, Crash, Foul, Tackle, Score, Win, Lose, Disappointment, Pitch Invasion, Hooligan, Training, Injury, Ouch!

#### » SOCIETY

Daily Life, Street Scene, Leisure, Lifestyle, Social Services, Child Welfare, Sexuality, Modern, Traditional Life, Westernised, Nightlife, Immigration, Migrant Worker, Overpopulation, City, Housing, Education, School, College, University, Nursery, Teacher, Classroom.

#### » TRAVEL

Tourism, Hotel, Beach, Holiday Resort, Leisure Time, Tourist, Museum, Sightseeing, Nightlife, Shopping, Restaurant, Historic Period, Daily Life, Eco Tourism, Safari, Cityscape, Street Scene.



## **CONTEXTUAL** KEYWORDS

Some examples of keywords which you can use to search relating to the content and composition of pictures

### » DESCRIPTIVE, ACTION AND CONCEPTUAL

Achievement, Alone, Anger, Anticipation, Applaud, Assist, Big and Small, Bling, Boredom, Breathe, Bullet Hole, Carry, Chaos, Clenched Fist, Concentrate, Confront, Confusion, Contrast, Crying, Defiant, Determined, Dirty, Disguised, Dusty, Empty, Exciting, Faith, Fall Down, Emotional, Fear, Fight, Friendship, Fun, Glamour, Goodbye, Happy, Humorous, Hunger, Indifference, Jump, Laugh, Listen, Look, Love, Lying, Mourn, Nude, Offensive, Old Fashioned, Pain, Panic, Passion, Patriotism, Pensive, Play, Punish, Read, Relax, Rescue, Rest, Revealing, Running, Sad, Shooting, Shout, Search, Serene, Shattered, Shiny, Sleep, Smile, Smoking, Socialising, Somersault, Speed, Splash, Stress, Struggle, Teamwork, Throw, Torture, Tired, Traditional, Training, Unrecognisable, Upside Down, Wet, and many more.....

#### » PEOPLE

Empty, Exciting, Faith, Fall Down, Emotional, Fear, Fight, Friendship, Fun, Glamour, Goodbye, Happy, Humorous, Hunger, Indifference, Jump, Laugh, Listen, Look, Love, Baby, Boy, Girl, Teenager, Youth, Man, Woman, Middle Aged, Elderly, People, Family, Mother, Father, Couple, Wedding, Gay, Civilian, Victim, Survivor, Black African, White European, South Asian, East Asian, Arab, Latin American, Mixed Race, Bare Chest, Beard, Hairy, Lookalike, Tattoo, Piercing, Muscle, Overweight, Perspire, Makeup, Gesture, Hand Gesture, Facial Expression, Candid, and many more.....

#### » PHOTOGRAPHIC COMPOSITION

Contrast, Combination Picture, Copy Space, Full Length, Headshot, Low Angle Shot, Panoramic, Posed, Rear View, View From Above, and many more.....

#### **SEARCH TIP**

You can click on the hyperlinked keywords of an image to see a



**KEYWORDS:** Celebrate, Chicago, Confetti, Head and shoulders, OBAMA Barack, Presidential election, Smile, Top Pictures, UNITED STATES, Win



## **SEARCH** TIPS

Get the best results from a keyword search

By using the right keywords in your search, you can pinpoint the image you are looking for – quickly and easily. For example:



#### COPY SPACE

Indicates when a picture has space within the frame that can potentially be used for copy or text.



#### **DAILY LIFE**

Focuses on the general aspects of everyday life including street scenes, shopping, commuting etc.



#### CONTRAST

Looks for two contrasting elements within the same picture, such as rich and poor, young and old etc.



#### **NOBODY**

Looks for pictures which feature no humans or animals. If there is a single figure within the image, you can search for empty or alone.



#### **GENERIC**

Looks for general views of different geographic locations, famous buildings, landmarks, logos etc.



#### **UNRECOGNISABLE**

Indicates that the identity of the subject is obscured, e.g. as a silhouette or their head is out of frame.

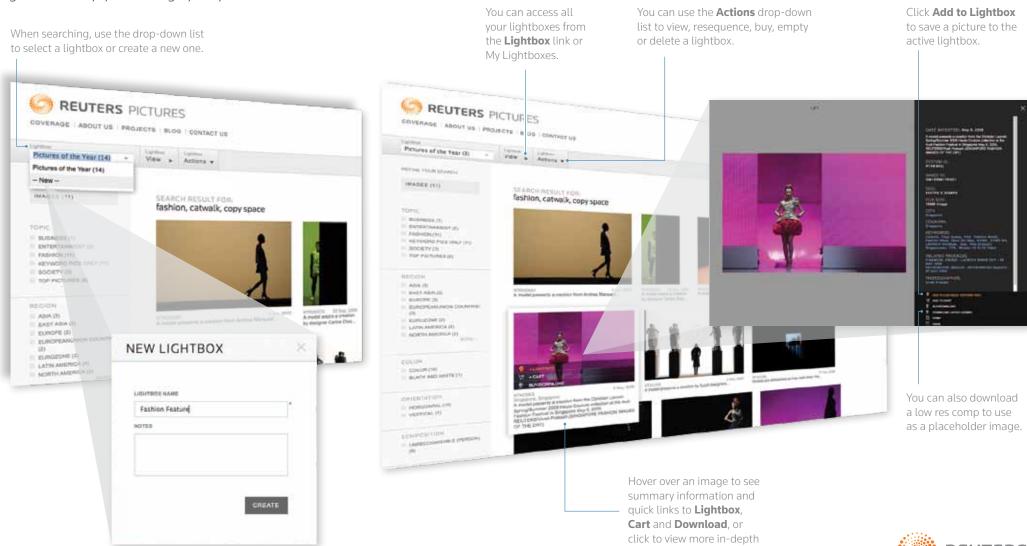
SEARCH REQUIRED	EXPLANATION	EXAMPLE
» Search terms	Enter the individual terms as a string. The system will find all individual mentions of the words, as well as where they appear together.  You may look for alternative words or phrases by using OR between the terms.	e.g. Hollywood premiere will find Hollywood AND premiere as well as Hollywood premiere. e.g. American OR British Soldiers Afghanistan will find pictures of either American OR British Soldiers in Afghanistan.
» Phrase search	To find a specific phrase where all words have to appear together in the order written enter the phrase in inverted commas.	e.g. "George Clooney".
» Exclusions	To exclude specific terms from your search use NOT before the term.  You may also use the NOT operator alone without other search terms.	e.g. "George Clooney" NOT Oscars.  e.g. to find all images from Latin America, except those from Argentina, enter NOT Argentina into the search box and select Latin America in the Region drop-down in Advanced Search.
» Truncation	To find alternative endings of a word if you are not sure how it will be written.	e.g. <i>crash*</i> will find crash, crashes, crashed and crashing.
» Image numbers	To find any image by using its reference number.	In the Advanced Search panel, enter the reference number into the Image Number box, e.g. RTR7N9Q  You can search for multiple images at the same time by adding a list of numbers separated by commas.



# **SELECT** YOUR PERFECT PICTURES

The easiest way to manage your picture selections is to create a lightbox

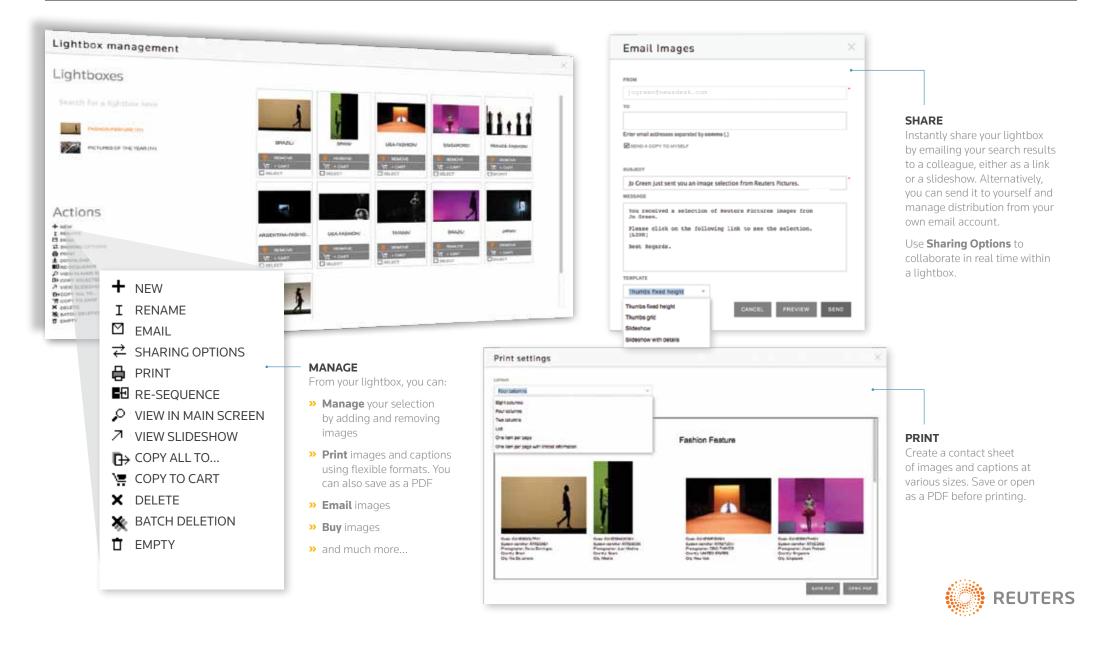
Lightboxes help you manage your picture selections.



information and actions.

## MANAGE YOUR PICTURES

From your lightbox you have complete control of your picture selections



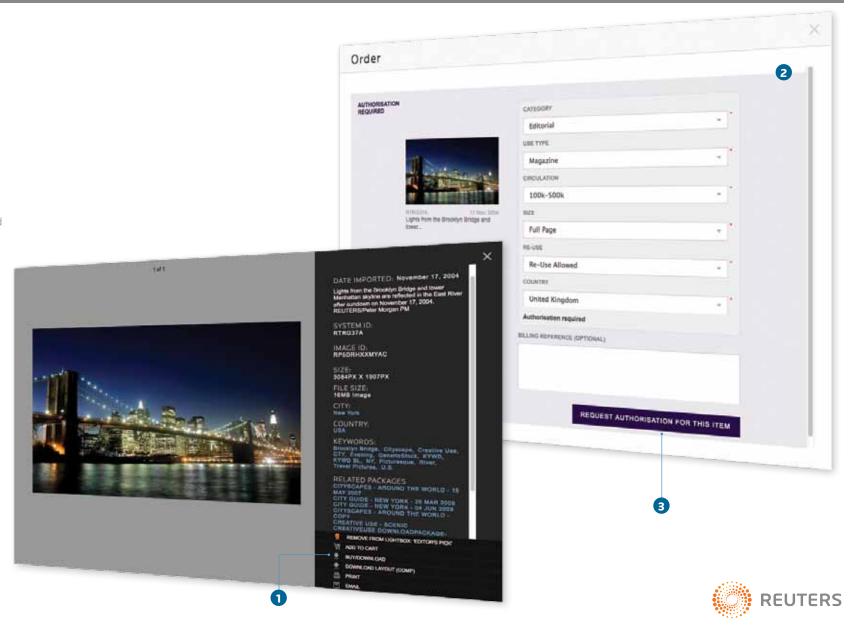
## BUY AND DOWNLOAD A SINGLE PICTURE

When you've made your selection, buying your picture is quick and easy

- To buy and download a single image, click **Buy/Download** on the picture panel.
- 2 A new panel will appear. Select the specific details relating to the intended usage of the image.
- 3 An authorisation panel will then appear. By selecting **Request Authorisation**, one of our Reuters representatives will contact you regarding the purchase.

You can skip this step and download instantly if you have an agreement.

Contact your sales representative for further details.



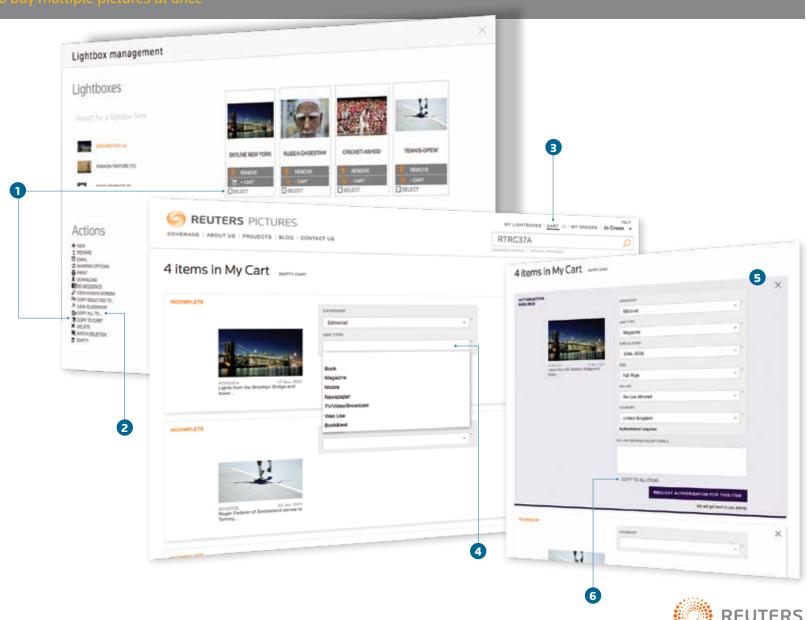
# BUY AND DOWNLOAD MULTIPLE PICTURES

The shopping cart enables you to buy multiple pictures at once

You can add pictures to your shopping cart from search results, packages and lightboxes.

- 1 You can select multiple images to move to your cart by ticking the Select box underneath the image and then clicking Copy to Cart.
- 2 Alternatively, add the entire contents of your lightbox by clicking Copy All to Cart.
- **3** You can review the contents of your cart at any time by clicking **Cart** on the main menu.
- **4** When buying an image in your shopping cart, you will need to select the specific details relating to the intended usage of the image using the drop-down menus.
- 5 An authorisation panel will then appear. By selecting Request Authorisation, one of our Reuters representatives will contact you regarding the purchase.
  - You can skip this step and download instantly if you have an agreement.

    Contact your sales representative for further details.
- 6 To save you time when buying multiple images with the same usage, you can select **Copy to**All Items. Once purchased, your images will be downloaded in one or more zip files.



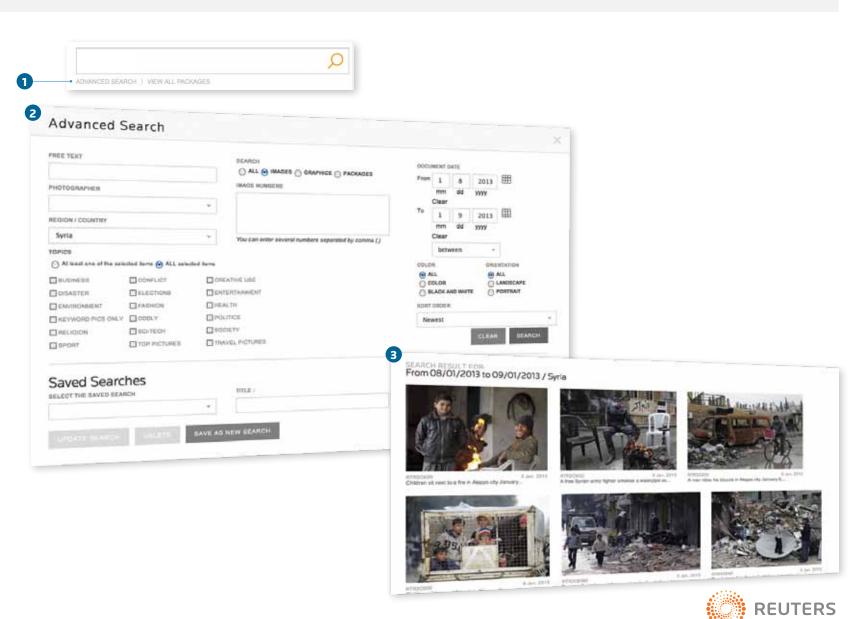


### **USER JOURNEY A:** LATEST PICTURE

**Industry:** News | **User:** Journalist

"I'm updating our online news website. There has been an increase in fighting in Syria in the past 24 hours. I need to find the latest image to tell the story of what's going on out there."

- 1 Click **Advanced Search** underneath the search box on the homepage.
- 2 Enter 'Syria' into the Region/
  Country search box; select
  the relevant Document Date
  ranges; use the drop-down menu
  underneath Sort Order to filter the
  search result with Newest pictures
  displayed first.
- **3** Browse the relevant search results to find your perfect image.



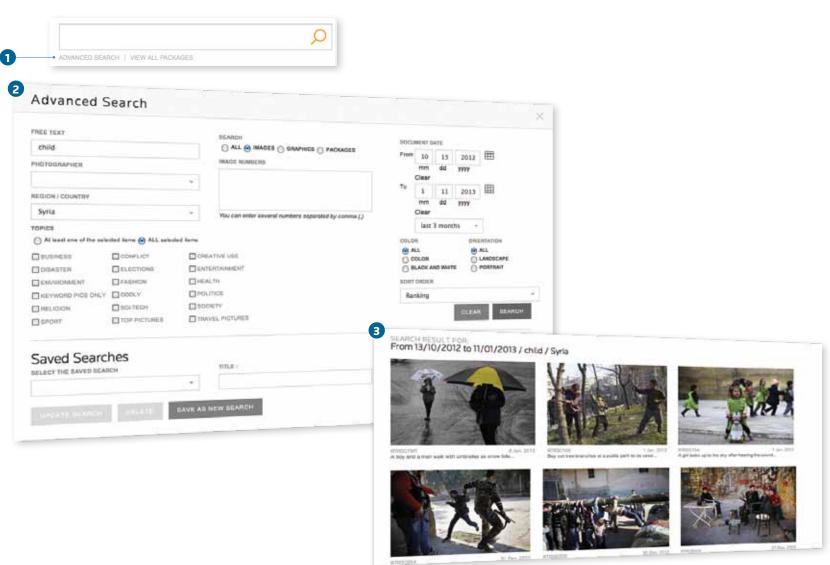
### **USER JOURNEY B: ICONIC PICTURE**

**Industry:** News | **User:** Journalist

"I'm working on a feature article for a weekend magazine.

The feature focuses on what it's like to be a child growing up amidst the conflict in Syria, so I need an iconic image for the story."

- 1 Click **Advanced Search** underneath the search box on the homepage.
- 2 Enter 'child' into the Free Text box and 'Syria' into the Region/ Country search box; select the relevant Document Date ranges; use the drop-down menu underneath Sort Order to filter the search result with Ranking pictures displayed first.
- **3** Browse the relevant search results to find your perfect image.



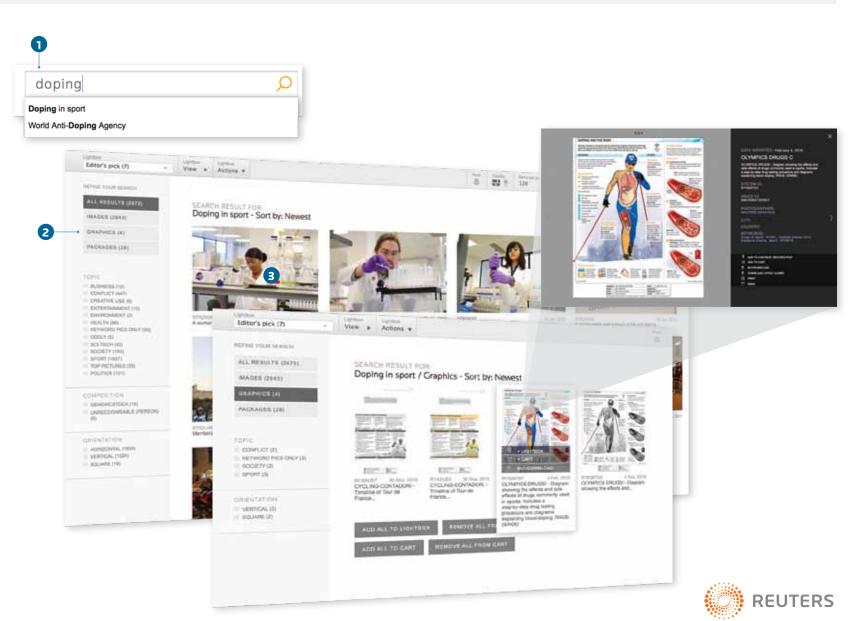


### **USER JOURNEY C:** GRAPHIC

Industry: Editorial | User: Editor



- 1 Enter the search subject into the search box on the homepage.
- 2 Once the search results are displayed, click **Graphics** in the panel on the left to filter out all images and packages from the search results.
- 3 Browse the search results. Hover over graphics to see summary information and quick links to Lightbox, Cart and Download, or click to view more in-depth information and actions.

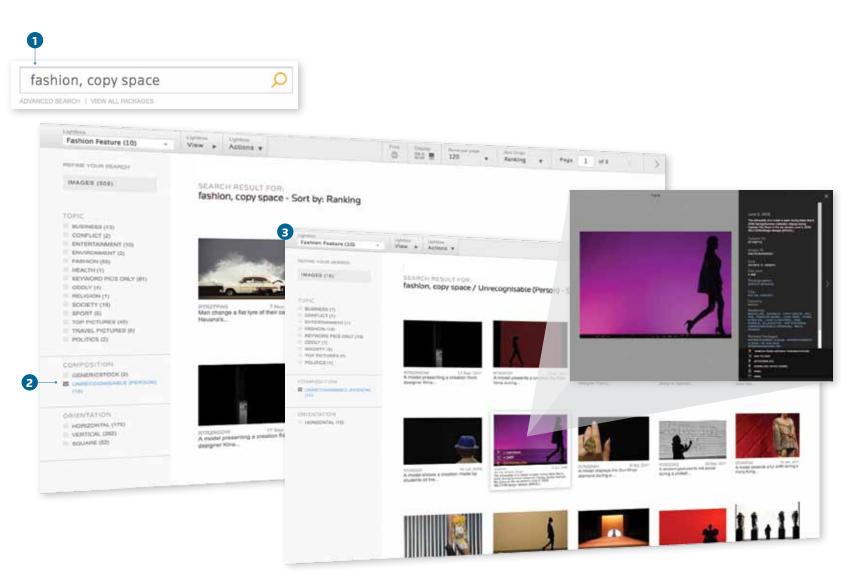


### **USER JOURNEY D:** CREATIVE USE PICTURE

**Industry:** Advertising | **User:** Designer



- 1 Enter the search terms into the search box on the homepage.
- 2 Tick the **Unrecognisable** option in the Refine Your Search panel on the left to filter the search results.
- 3 Browse the search results. Hover over images to see summary information and quick links to Lightbox, Cart and Download, or click to view more in-depth information and actions.





# **PICTURE** INDEX

### reuters.com/pictures



REUTERS/Marcelo del Pozo



REUTERS/Kevin Lamarque RTR3A3R9



REUTERS/Stringer



REUTERS/Juan Medina



REUTERS/Ivan Alvarado



REUTERS/Claro Cortes



REUTERS/Stringer



REUTERS/Toby Melville RTR2GFS8



REUTERS/Vivek Prakash

