

Press Release – For immediate release



**BRITISH PATHÉ**

## **BRITISH PATHÉ APPOINTS NEW**

### **BUSINESS DEVELOPMENT EXECUTIVE FOR NORTH & SOUTH AMERICA**

**British Pathé**, the world-famous newsreel archive, has appointed **Georgina Angless** to oversee its **North American** licensing service. She takes over from Richard Goldthorpe who had handled North American enquiries since British Pathé launched there in 2015.

She will also act as British Pathé's first business development executive for **South America** as the company looks to explore that untapped market.

Georgina has a background in photography, studying the art form at the Edinburgh College of Art and contributing to Elle Magazine and Culture Label, among others. From there, she expanded into image licensing, acting as a Key Account Manager at Getty Images, a Picture Researcher at the Tate, and Head of UK Commercial Image Sales at Bridgeman Images.

"Georgina will be crucial to solidifying British Pathé's presence in North America, a market we're still relatively new to," says **Alastair White**, CEO of British Pathé. "But she will be building our South America strategy from scratch."

He continues: "Georgina has extensive experience in all aspects of the industry, from archive research to managing a licensing sales team to having her own photographs licensed. She can offer a fresh perspective on our activities with an aim to establishing British Pathé as the go-to resource for anyone in the Americas in need of archive footage. We're very happy to welcome Georgina to our team."

The **British Pathé archive** is a treasure trove of **85,000 films** unrivalled in historical and cultural significance. Spanning the years from 1896 to 1976, the collection includes footage from around the globe of major events, famous faces, fashion trends, travel, science and culture. It is an invaluable resource for broadcasters, documentary producers and archive researchers worldwide.

British Pathé also represents the **Reuters historical collection**, which includes more than **120,000 items** from the news agencies Gaumont Graphic (1910-1932), Empire News Bulletin (1926-1930), British Paramount (1931-1957), and Gaumont British (1934-1959), as well as Visnews content from 1957 to the end of 1979.

Alastair continues: "Georgina joins us at an exciting time for the company. In the last year alone, British Pathé began representing the Reuters historical collection, made licensing possible online via our website, launched a long-form documentary streaming service called British Pathé TV, and had our content viewed online a staggering 212 million times. With our website, YouTube channels and licensing customers around the world, more people are watching our newsreels now than saw them in the cinema back in the day. We have to build upon that and take advantage of this extraordinary opportunity."

For her part, Georgina is excited about the challenge that lies ahead of her. “I am delighted to be taking care of British Pathé’s clients in North and South America and I look forward to meeting producers, broadcasters and researchers in the industry there. I believe my background in licensing puts me in good stead to deal with client requests and I can’t wait to delve further into the British Pathé archive to see what it has to offer.”

Other key details:

- Rare among archives, every frame of British Pathé’s newsreels, documentaries and cinemagazines is viewable and searchable online. Crucially, this resource is complemented by free, 24/7 screener downloads, a popular tool that saves clients time and money at the offline edit stage.
- Other services proven in the UK and North America that will now also be available to South American customers include a free and comprehensive bespoke research service, same-day delivery of broadcast quality material and HD transfers from the original 35mm film.

Customers on both continents customers can begin licensing from Georgina immediately.

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