



SHOOT BRIEF

Urban Aerials

Keyword Code: **AERAUG17**

Aerial footage continues to be one of Pond5's primary subjects, by both search and revenue. Urban skylines change quite rapidly, so no matter how many city aerials we have, there are never enough fresh new angles and approaches. Keep your eye in the sky, especially for the cities below.

Shot List Thought-Starters:

- New York City
- London
- Los Angeles
- Shanghai
- San Francisco
- Miami
- Sydney
- Washington DC
- Las Vegas
- Hollywood
- Dubai
- Chicago
- Vancouver
- Pyeongchang
(2018 Winter Olympics coming soon)

Suggested Keywords: Urban Aerial, Urban Skyline, Travel Destinations, Architecture, Aerial View, Landmarks

Typical Users: Unscripted and Scripted Drama, Nonfiction and Reality-TV Programming, Feature and Documentary Films, Insurance Companies, Credit Cards, Financial Investment, Tourism Services

Urban Aerials

Pro-Tip:

Beyond the cityscapes, there are plenty of other themes you can capture when flying over cities. For instance, industry and transportation are important concepts to look out for, including ports and cargo ships, trains, freeways, stadiums, and suburban neighborhoods.

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage
- Make sure that your aerial shoot is in compliance with local FAA rules

Submission Checklist:

- Remember to tag your clips with the keyword code: **AERAUG17**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



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