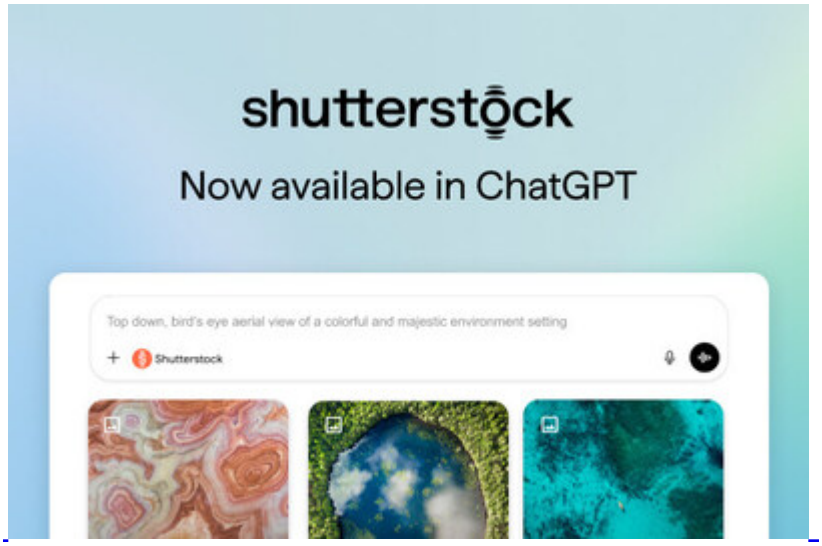
Shutterstock Launches Licensed Content App in ChatGPT, Bringing Commercial-Ready Assets into AI-Native Workflows

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NEW YORK, April 1, 2026 /PRNewswire/ -- Shutterstock, Inc. (NYSE: SSTK), a family of brands delivering scalable creative and GenAI solutions to help customers fuel great work, today announced the launch of its Shutterstock app in ChatGPT, enabling users to discover images, videos, music, and sound effects from one of the world's largest content collections directly in ChatGPT.



Embedding Licensable Visual & Audio Content into AI-Native Workflows

As AI platforms increasingly become a medium for creative ideation, Shutterstock is embedding high-quality, licensable content directly into AI-native workflows—positioning itself as the licensed content layer that fuels AI-driven creativity. Users can now leverage AI's powerful reasoning and conversational capabilities to find what they need faster by connecting the Shutterstock app in ChatGPT and accessing assets available for licensing on Shutterstock.com, without interrupting their creative process.

Meeting Users Where AI Discovery Begins

OpenAI's growing user base generates more than one billion queries per day, underscoring the scale of AI-native discovery and the opportunity to embed licensable content directly within those workflows. Creators, innovators, marketers, and businesses are increasingly beginning their workflows within conversational AI tools. Shutterstock's app ensures that when users discover content needs in ChatGPT, commercial-ready assets are immediately accessible through a trusted, rights-cleared source. For example, a marketer drafting a campaign brief in ChatGPT can surface licensable hero imagery in the same conversation, preview options, and move directly from prompt to production without breaking workflow.

"Our customers trust Shutterstock as a leading source of high-quality, licensable content, powered by sophisticated AI technology," said Paul Teall, Vice President, Marketplace Strategy at Shutterstock. "This launch brings commercial confidence directly in ChatGPT, enabling teams to move from discovery to content production."

The launch reflects the growing importance of AI-native workflows, and Shutterstock's role as an early leader in providing licensable creative content within those Environments.

Commercial Confidence In ChatGPT

Unlike general search links that redirect users through traditional web experiences, the Shutterstock app in ChatGPT creates a gateway for AI-driven discovery, allowing content to be surfaced, previewed, and moved toward commercial production within AI and agentic workflows. By launching an app in ChatGPT, Shutterstock reduces creative and discovery friction and strengthens its position as the licensable content layer across emerging AI ecosystems.

Shutterstock is the Creative Infrastructure Layer for AI-Driven Workflows

This launch reinforces Shutterstock's strategy to embed AI across the creative experience, from discovery and licensed content, to AI-powered editing and generation. Rather than positioning AI as a separate destination, Shutterstock is integrating it directly into core workflows, ensuring licensable content can be discovered, adapted, and activated within AI-native environments. Together with its broader investments in model training, generative tools, AI editing, and data licensing, this integration reinforces Shutterstock's role as the infrastructure layer for AI-driven creativity.

Shutterstock Data Licensing & AI Services

Shutterstock is an end-to-end AI model training partner that unifies data licensing, services, and long-term collaboration under a single provider —reducing operational complexity and helping teams bring higher-performing AI systems to market faster and with greater confidence. Shutterstock combines access to one of the world's largest rights-cleared multimodal datasets with advanced data curation and custom training datasets to power high-performing, deployment-ready generative models. This licensable training data includes high-quality labeled and continuously updated multimodal content with clear data provenance to support AI compliance. Shutterstock leverages ML-assisted evaluation tools to provide model

training, fine-tuning, alignment, evaluation, and retraining. Through human-in-the-loop workflows, expert creative feedback, and structured preference data, Shutterstock delivers aesthetic preference signals, benchmarking, and regression testing to drive continuous model improvement.

Learn more and start the conversation at shutterstock.com/data-licensing.

About Shutterstock
Shutterstock is in the business of turning ideas into impact. Powered by a global network of millions of creators and our cutting-edge technology, we provide businesses, creatives, and brand leaders with the essential, universal ingredients to make their work more effective. Shutterstock offers access to one of the world's largest and most diverse collections of high-quality licensable assets, specialized training datasets, evaluation tools, and end-to-end strategic partnerships for the full model training lifecycle, as well as advertising and distribution solutions, exclusive editorial content, and full-service studio production—delivering unparalleled resources to fuel great work.

Discover our impact at www.shutterstock.com and connect with us on LinkedIn, Instagram, X, Facebook and YouTube.

View original content to download multimedia:https://www.prnewswire.com/news-releases/shutterstock-launches-licensed-content-app-in-chatgpt-bringing-commercial-ready-assets-into-ai-native-workflows-302730533.html

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