



Shutterstock Introduces Keyword Suggestions

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Tool Makes Keywording Easier and More Efficient for Shutterstock's 40,000 Contributors, and Improves Relevant Search Results for Customers

NEW YORK, May 3, 2013 /PRNewswire/ -- Shutterstock, Inc. (NYSE: SSTK), a leading global provider of commercial digital imagery, announced today the launch of a new tool called Keyword Suggestions. Powered by search and purchase data from Shutterstock's 750,000 customers and 300 million downloads, the new tool suggests keywords based on similar images within the collection.

(Photo: <http://photos.prnewswire.com/prnh/20130503/NY07426>)

(Logo: <http://photos.prnewswire.com/prnh/20120514/NY064181.OGO>)

Innovating on behalf of contributors is a priority for the company, and Keyword Suggestions reduces the time contributors need to spend creating keywords. VP of Content, Scott Braut remarks, "We're constantly looking at ways to improve the contributor experience and submission process. With Keyword Suggestions, artists can spend more time creating imagery and less time keywording."

Customers will also benefit from Keyword Suggestions. "Image based keywording is a major step in improving the discoverability of our content," said VP Product Wyatt Jenkins. "It makes it easier for our users to find relevant images quickly."

The Keyword Suggestions tool is integrated into the [Shutterstock Content Editor](#) and can be used seamlessly with other programs like Adobe's Lightroom, Photoshop and Bridge, making it a natural addition to the submission workflow.

Keyword Suggestions is now live and available to all [Shutterstock Contributors](#). To learn more about the tool, please visit the [Shutterstock Contributor Blog](#).

About Shutterstock

Shutterstock is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#) and [videos](#) to businesses, marketing agencies and media organizations around the world. Headquartered in New York City, Shutterstock works closely with its growing contributor community of photographers, videographers, illustrators and designers to curate a global marketplace for [royalty-free imagery](#). Shutterstock adds tens of thousands of rights-cleared images each week, and with more than 25 million files currently available, the Company recently surpassed 300 million image downloads. Shutterstock also owns [Bigstock](#), a value-oriented stock media agency.

For more information, please visit <http://www.shutterstock.com>, and follow Shutterstock on [Twitter](#) or on [Facebook](#).

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