

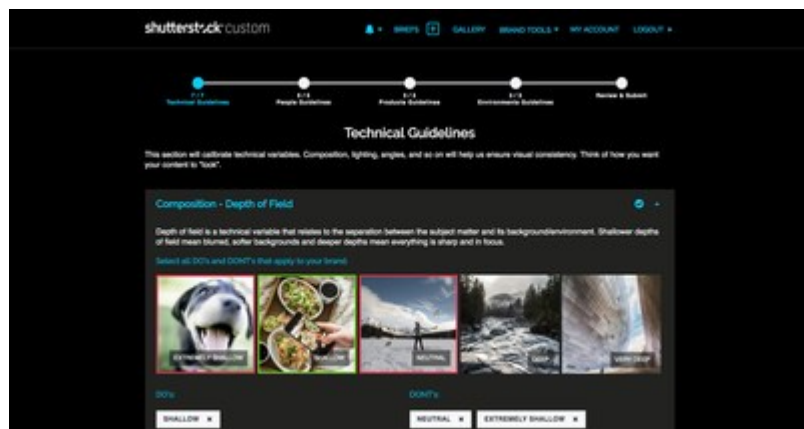
shutterstock

Introducing Shutterstock Custom™

September 21, 2017 12:00 PM EDT

Acquisition of Flashstock in July 2017 is now launching as Shutterstock Custom, providing enterprise clients with an innovative technology platform and editing tools to scale branded content creation

NEW YORK, Sept. 21, 2017 /PRNewswire/ -- [Shutterstock, Inc.](#) (NYSE: [SSTK](#)), a leading global technology company offering a creative platform for high-quality assets, tools and services, today announced that its Flashstock business launches as Shutterstock Custom. Shutterstock is now able to offer its 1.7 million customers an efficient and innovative platform to create branded content.



Shutterstock Custom, powered by Flashstock's proprietary technology, is an essential component of Shutterstock's creative platform that fulfills enterprise marketers' need to scale high-quality branded content. Shutterstock Custom ingests a company's visual identity and transforms it into a creative brief for each new campaign. Following receipt of the brief, a global network of creative talent shoots unique imagery including photos, videos, GIFs, cinemagraphs and 360°s. Upon receiving the final images, a brand can quickly enhance the content by resizing and adding filters, text and logos through the seamlessly integrated Shutterstock Editor API.

"With 3 billion Snaps taken every day and more than 95 million photos shared on Instagram daily, scaling globally across multiple channels increasingly presents marketers with a challenge," said Grant Munro, founder of Flashstock and General Manager of Shutterstock Custom. "A brand's voice is most visible through the content it creates, and a recent Time Inc. study revealed about 90% of consumers like it when brands engage with them using custom content. At Flashstock we solved that problem, and now as Shutterstock Custom, we can share our revolutionary solution with enterprise marketers around the world."

Learn more about [Shutterstock Custom](#) here.

About Shutterstock, Inc.

Shutterstock, Inc. (NYSE: [SSTK](#)), directly and through its group subsidiaries, is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#) and [music](#) to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 250,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 150 million images and more than 8 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company also owns [Bigstock](#), a value-oriented stock media agency; Shutterstock Custom, [a custom content creation platform](#), Offset, a [high-end image collection](#); PremiumBeat a curated [royalty-free music](#) library; Rex Features, a premier source of [editorial images](#) for the world's media; Webdam, a cloud-based [digital asset management service](#) for businesses.

For more information, please visit www.shutterstock.com and follow Shutterstock on [Twitter](#) and on [Facebook](#).

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