

Shutterstock Footage Continues Library Expansion, Surpasses 100,000 Royalty-Free Video Clips

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The rapid growth of Shutterstock's video collection has company poised to capitalize on the global surge in online video use
New York, March 25, 2009 –

Shutterstock, the world's largest subscription-based online stock image agency, just announced that Shutterstock Footage has added its 100,000th clip to its rapidly expanding online library of high quality royalty-free stock footage.

Shutterstock was the first company to offer affordable, royalty-free stock video clips by subscription when it launched Shutterstock Footage in 2006. Now adding over 2,000 clips per week, Shutterstock is poised to capitalize on the increasing global appetite for watching video across several platforms.

In the US alone, the amount of people viewing video on television, Internet and mobile devices continues to increase and has reached new heights, according to the Nielsen Company's "A2/M2 Three Screen Report," released last year.

"We're very excited about the growth of Shutterstock Footage," said Jon Oringer, founder and CEO of Shutterstock. "The fact that we have reached 100,000 high quality clips in just three years demonstrates the huge growth potential of stock video, as well as the enthusiasm of our talented filmmakers and videographers from around the world."

One such videographer, Jon Paul Careless of London, England, is a top submitter at Shutterstock, having uploaded more than 1,700 clips to the site since June of 2007.

"Due to the popularity of my clips on Shutterstock, I've been taking trips to different parts of the world to shoot timely topics such as wind and solar farms," said Careless. "As the result of the strong commissions, I plan to shoot stock full-time within a year."

Thanks to Shutterstock's global base of videographers like Careless, Shutterstock's library continues to grow, both in size and diversity.

"Our expansive clip library ensures that subscribers can rely on us for a diverse selection of content," said Adam Riggs, president and CFO of Shutterstock. "Our customers range from film, TV and news producers to multimedia advertising directors, website developers, and bloggers. With subscriptions as low as \$49, anyone can afford compelling video from Shutterstock."

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.

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 19 million images currently available, the company recently celebrated its 200-millionth image download.

Headquartered in New York City, Shutterstock also owns Bigstock, a value-oriented stock agency that offers both credit and simple Pay As You Go purchase options.

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