

VisualSteam Announces the Results of its 6th Annual Survey of Creative Pros on Stock Image Licensing

"Free" (CC0) images have burst onto the market with as many creatives using free images as those using microstock

NEW YORK, NEW YORK, USA, February 6, 2019 /EINPresswire.com/ -- [VisualSteam](http://VisualSteam.com) announces the release of its 6th Annual Survey of Creative Pros: Stock Image Licensing. The survey is sent to more than 20,000 art buyers, art directors, art producers, creative directors, photo editors and marketing professionals around the world. Survey results provide valuable information to creators, licensors and marketing professionals and offer a glimpse into what is driving image licensing today.

This year's report shows a progression but also a continuing change in the market. The importance of visuals to user engagement and retention continues to drive a substantial increase in demand. The volume of images used continues to grow as does social media and communications, in general. Price and budgets impact purchasing in a significant way, as does quality. Once again [Getty](http://Getty.com) (gettyimages.com) and [Shutterstock](http://Shutterstock.com) (shutterstock.com) are battling it out for the hearts and minds of Creatives. However, 45% of those surveyed say they are using "free" image content. Free image provider [Unsplash](http://Unsplash.com) (unsplash.com) appears in the top ten of "favorite," top-of-mind resources.

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Anyone creating or licensing visual content can learn about shifts in preferences, and the wants and needs of Creative Pros.”

Leslie Hughes

wants and needs of Creative Pros. We are also trying to build in more trend data, comparing results with previous years.”

VisualSteam wants to recognize and thank the sponsors of this year's survey, Alamy (alamy.com), FootageBank (footagebank.com) and iSPY Visuals (ispyvisuals.com). Their support allows us to continue to produce the survey at an affordable price.

To request a copy of this year's survey, please email sales@visualsteam.com. For more information about VisualSteam, please go to www.visualsteam.com, or email



VisualSteam's 6th Annual Survey of Creative Pros: Stock Image Licensing

info(at)visualsteam(dot)com.

About Visual Steam
VisualSteam (www.visualsteam.com) is a marketing services organization that specializes in digital transformation and visual content markets. We work with producers, creators, and distributors to better understand and respond to market needs and define strategies for expansion and execution. We also work with clients/image consumers and content marketers to help them understand, acquire and manage visual content.

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Each year we ask two questions to get a sense of brand awareness and top or favorite destinations. The first question is open-ended. A respondent can answer with as many names as they like. The second question asks each respondent to name their favorite, go-to, first-stop agency.

Favorite Brands in Stock Image Licensing


Sincere thanks to our sponsors, without whom we would not have been able to conduct this survey and deliver it at an affordable price:



At Alamy, we love visuals. They hold memories, tell compelling stories and connect brands to their audience. With over 100,000 new images a day sourced from around the world, we'll have the perfect image for you. Along with our incredible imagery we offer excellent customer service, flexible pricing and a smooth online experience making it quick and easy to find what you're looking for. We're proud of doing things differently. We pay our photographers fairly with one of the highest commission splits in the industry. Since 2007, we've donated over \$6 million to honest causes that enrich the world around us. Check out www.alamy.com to find the perfect image.



iSPY offers aggregated search and a personalized workspace for Creative Pros working with images & video. Search, collaborate, manage projects, pin and save images, store licenses, and so much more. For more information go to ispyvisuals.com or email sales@ispyvisuals.com



FootageBank is a rights-managed large format stock footage agency with a carefully curated collection. Representing world renowned award winning cinematographers FootageBank brings together top talent, newest technologies, and licensing expertise to be one of the entertainment community's first choice footage providers. Fully released professional sports, worldwide locations as well as clips from Hollywood motion pictures, content is exclusively represented and has been seen worldwide in big brand commercials including spots for the Super Bowl and AT&T, as well as in hundreds of television shows such as Saturday Night Live and Modern Family. Search and license online or get in touch for assistance. www.footagebank.com
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Stock Image Licensing

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