

## Shutterstock Meeting Minutes

Keren Sachs  
Director, Content Development  
Shutterstock  
50 Fifth Avenue, 21st Floor  
New York, NY 10118  
[ksachs@shutterstock.com](mailto:ksachs@shutterstock.com)  
telephone: 646-454-4278  
mobile: 646-715-6242

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How to Monetize Your Photos  
<http://amsphotoclub.com/shutterstock/>

Buyers are begging for:

- Authenticity
- Cultural diversity
- Local culture
- Distinct variations from same shoot
- Images they can't find anywhere else

Perfect stock photo (from the Contributor Success Guide):

Contributor Success Guide:

<http://www.shutterstock.com/blog/contributor-success-guide-available-in-five-languages>

- **They have “commercial value.”**  
“Commercial value” represents the likelihood that your image or video will be useful to a creative buyer. Since many images are licensed for commercial, corporate, marketing, or advertising uses, the more attractive and usable an image is for a broad number of uses – including both editorial and commercial uses – the more it is considered to have “commercial value.”
- **They have both literal and conceptual meaning.**  
An image of a surfer riding a huge wave represents literal subject matter such as a “surfer,” “wave,” and “surfboard.” But some images of surfing illustrate abstract concepts such as “risk,” “adventure,” “excitement,” “danger,” and more. Images that have both literal and conceptual meaning are more likely to be popular as stock images.
- **They have room for text.**  
Go to the newsstand and pick up some magazines. Look at the magazine cover and flip through the spreads. Look at advertisements. How are designers overlaying text on the images? Are the images filled with visual clutter and distractions or are they visually simple and clean?
- **They're inspirational.**  
Images that inspire an emotional reaction are more valuable than those that do not. An image of a mountain climber celebrating on a peak can challenge our notions of what's humanly achievable and can highlight new levels of aesthetic beauty.

- **They balance “aspiration” with honesty and authenticity.**  
Aspiration” is defined as a person’s desire to be something better. However – in the case of people – we can’t all expect to be bodybuilders, mountain climbers, or supermodels. Buyers often want images that balance positive values that we all aspire to with honest depictions that an audience will feel are both realistic and achievable
- Evoke emotion
  - IMAGE of woman on bicycle
  - Photo can represent many things: adventure, hair, bicycle
  - How is it going to be used?
  - How will it relate to customers?
  - Photo can tell different stories (photo of a dolphin and a wave; boy on a skateboard)
- Limited color palette-e.g., calming colors
- Anonymous people

What topics should you shoot?

Broad concepts are more appealing:

- Sports
- Portrait
- Lifestyle
- Food (local)
- Fashion
- Animals
- Wildlife
- Cityscapes
- News/editorial images
- Events that happen in the world
- Breaking news

Scout locations

Do test shoots

Make a shot list

Write down everything you want to do, for example:

Family

Everyday events

Eating, putting to sleep, reading stories at night time

Shoot with your portfolio in mind

Build a team

### **For commercial purposes:**

Trade with models (exchange their posing with photos for their portfolio)

- Make sure you get a model release-a written agreement between artist and a model or property owner
- If photo is of a child then need parent’s signature
- Definition of when you need a model’s release, a “recognizable face,” if the person’s mother can recognize the person in the photo
- Should have witness signature  
<http://submit.shutterstock.com/legal/>

- To avoid a release, use images where face is hidden (e.g., under hat, back facing camera)
- Nudity? Ask the question: “Not safe for work” (NSFW) but they do have a safe search feature

#### **For editorial purposes:**

- Newsworthy
- Need date and place
- Can't use for commercial purposes, use as piece of news
- Photos used for newspapers and magazines

#### **Build a dynamic portfolio**

- Hone in on your own style
- Create your own style (e.g., food, interior design)
- Can link to your web page; twitter, Facebook

#### **Street photography**

- Think of end user
- Avoid/photoshop out, brand names (e.g., Heineken)

#### **Shooting stock**

- Submit to shutterstock.com
- Upload 10 photos (consider yourself a Shutterstock photographer if 6 are accepted)
- Shutterstock is non-exclusive
- Can remove the image anytime from Shutterstock
- Submit in color (allow customer to change to black & white)
- At least 4 megapixels
- Provide keywords/captions that will provide descriptions so customer can “find” image (e.g., business, success, meeting, corporate, investor, Hispanic, executive.)
- Can mark as “sensitive use” so not as visible
- Can't see the clients of your downloads; only the country
- If Shutterstock rejects your photo they will tell you why to help you improve your photography

#### **Shutterstock**

- High quality images
- Video clips
- > 5 million images
- 55,000 contributors
- Tax-free income

#### **Clients**

- Can get notifications of what's “Popular” or “Newest”

#### **OTHER businesss associated with Shutterstock:**

- Offset (high end imagery) <http://www.offset.com/>
- Skillfeed (Classes) <https://www.skillfeed.com/browse/subject/2-photography>
- Bigstock (100 developers/new products/) <http://www.bigstockphoto.com/>