shutterstock

Do we still need metadata?

Lúí Smyth, 6 June 2019
CEPIC Paris

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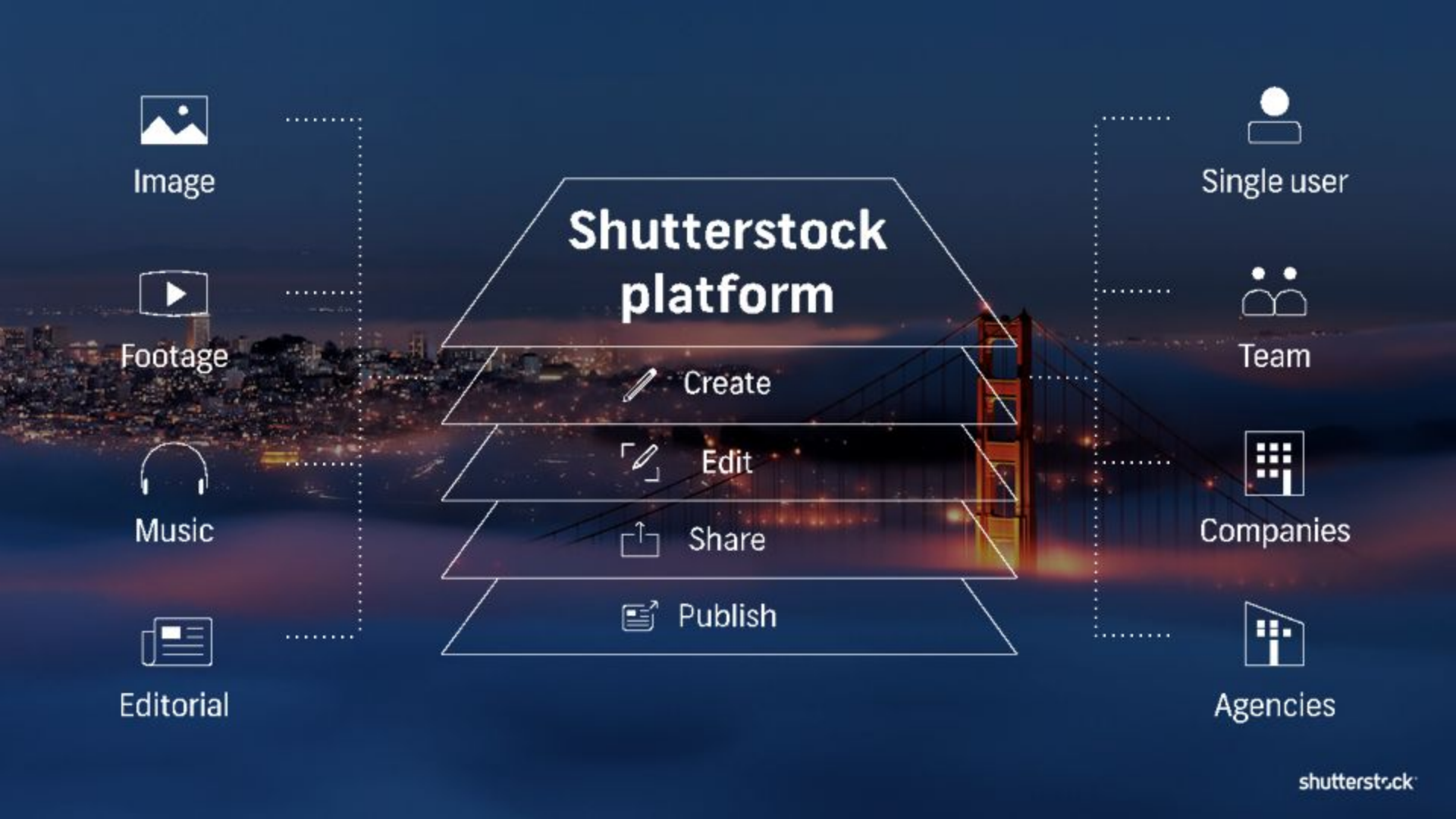
Image
Footage
Music
Editorial
Shutterstock platform
Create
Edit
Share
Publish
Single user
Team
Companies
Agencies
shutterstock

Some Numbers

1.9 million active customers across 150 countries

650,000 contributors in 100 countries

260 million creative images with 1.7 million new images added every week

40 million editorial images with over 700,000 new images published every month

15 years since the company was founded - a technology teenager!

21 languages supported and many more to follow

1 billion downloads so far, with over 6 downloads every second

$650 million paid to contributors since 2003, thousands of lives changed

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shutterstock editorial

Over the past four years, our editorial offering has expanded dramatically. In addition to building our team of award-winning photographers, we've teamed up with over **30 global partners**, including:

REX	VARIETY WWD	bpi	AP	CAL SPORT MEDIA	THE KOBAL COLLECTION / THE ART ARCHIVE	epa european pressphoto agency	The FA	DAVIDSON ARCHIVE
2015 January	**2015 June**	**2016 January**	**2016 March**	**2016 July**	**2016 September**	**2016 October**	**2018 March**	**2018 July**
Shutterstock acquires REX FEATURES, now Shutterstock Editorial	PENSKE MEDIA Exclusive Global Distribution	BACK PAGE IMAGES Co-exclusive Global Distribution now Shutterstock Sports	AP Co-exclusive distribution in US and UK	CAL SPORT Co-exclusive Global Distribution	Shutterstock acquire ART ARCHIVE & KOBAL COLLECTION	EPA Exclusive Distribution US, UK, GERMANY	THE FOOTBALL ASSOCIATION Exclusive Distribution	DAVIDSON ARCHIVE Exclusive Distribution

Every Year: Over 6,500 Events with Shutterstock Editorial Photographers

2,500 - UK Sport

1,400 - UK Entertainment

1,400 - US East Coast

550 - US West Coast

750 - Europe Entertainment

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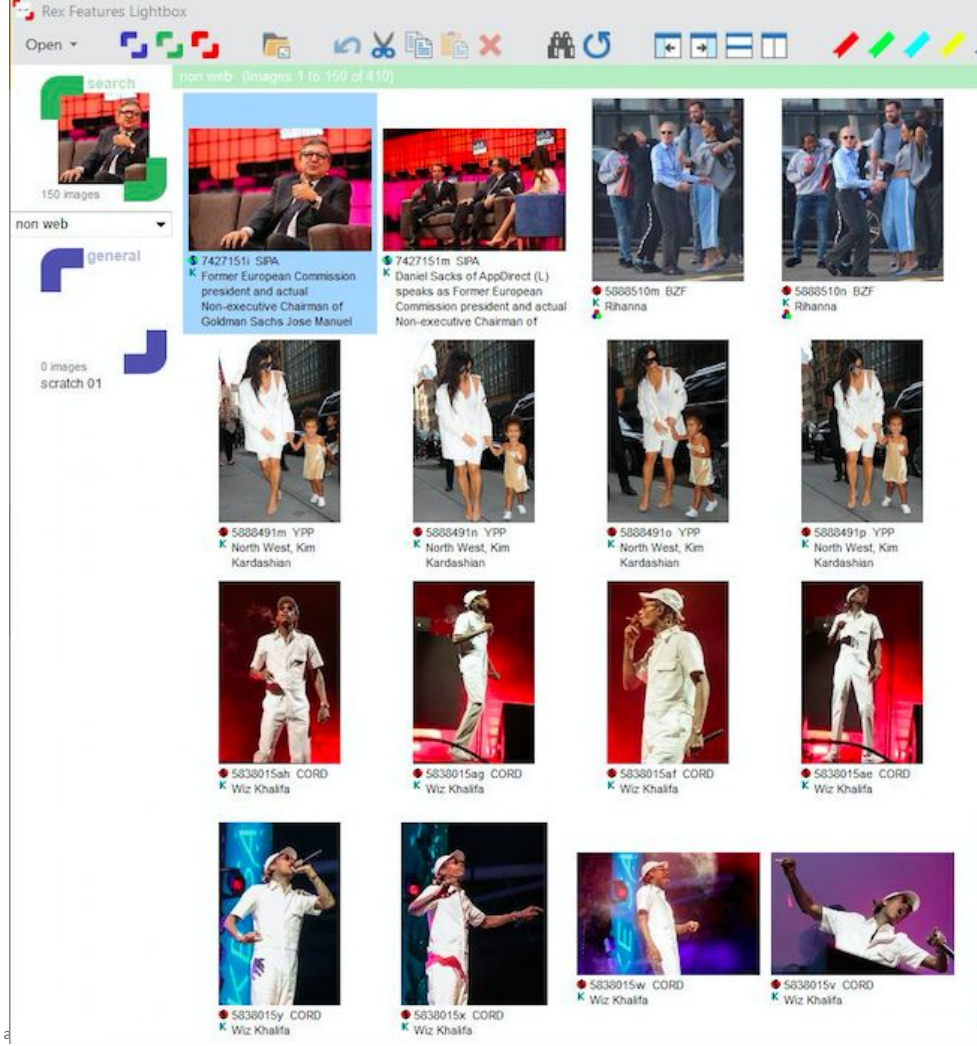
Key Metadata Workflows

- **Desk Editing:** Teams of photo editors in London and in Dublin review thousands of incoming images, determine which of the images will be selected for sale, do light photo edit and augment metadata with detailed keywords. Content delivered to customers in 5+ minutes (depending on the content).

- **Field Editing**: During live events, we have team in the field that edits and uploads content, delivering it to the customer in under 5 minutes.

- **Trusted Partners**: Ingestion of selected contributors' content is automated, uploaded and delivered to customer (with metadata mapped) in under 2 minutes.



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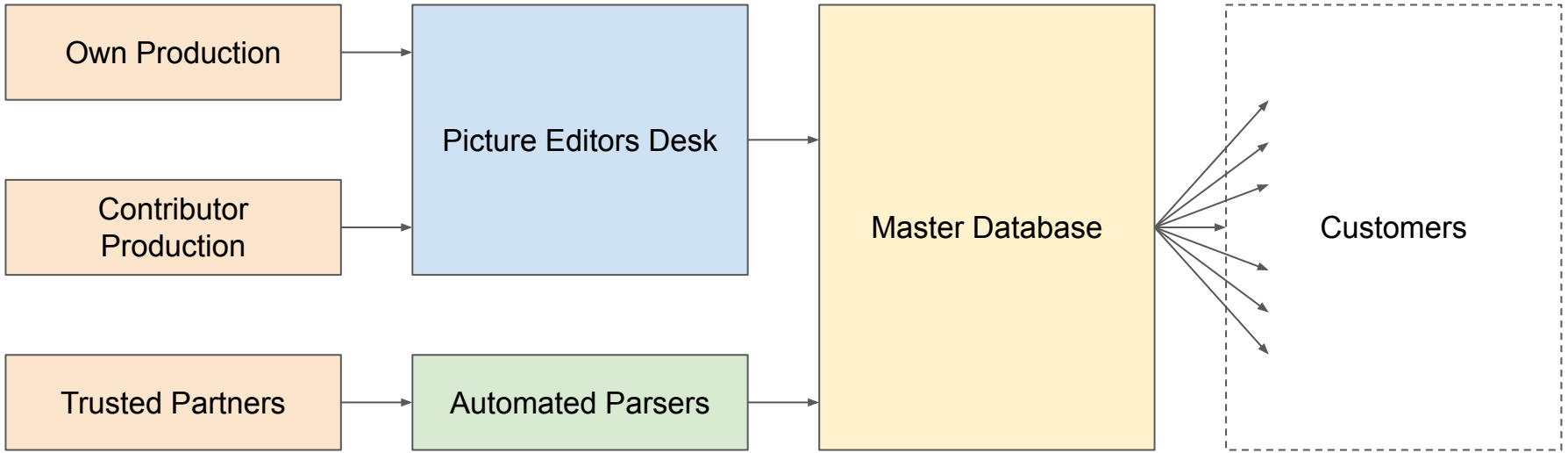
Editorial Metadata Flows



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Not Just a Website - Additional Delivery Channels

FTP Feeds

The industry standard for delivery of editorial content.

Email

Used for targeted delivery of curated content to known customers.

APIs

Used by resellers, market aggregators, and some high-volume customers who want our content to be directly visible in their CMS.

Sneakernet

We find ourselves shipping hard-drives of content with surprising regularity, especially when kicking off a major partnership.

Physical Prints

We have one high-profile customer which still gets a physical printout delivered weekly with content of interest.

Physical Archive

We maintain a substantial warehouse in East London with an archive of 12-15 million negatives and transparencies going back decades - accessible to customers and researchers.

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What do we get from metadata?

Retrievability

Keywords

Description

Featured Objects

Featured Entities, Brands, Persons

Content Context

Location

Event Description

Categorisation

Image Notes

Technical Context

Camera spec

Shot settings

Meta-Metadata

Legal Context

Licensing / Copyright / Ownership
Credit Line
Special Instructions
Reference Codes

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Thank You

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