



shutterstock®

The Shutterstock License and Subscription Guide

SECTION 1

THE BASICS OF SHUTTERSTOCK'S LICENSING

All of Shutterstock's content is sold under a royalty-free license.

Under a royalty-free license, image or footage rights are sold at a one-time flat rate without the need for any additional payments. This offers you the freedom and flexibility to use images or footage when and where you want.

In contrast, rights-managed licensing puts restrictions on when and where you can use images or footage by limiting the specific media, regions, industries, and timing for which content can be used. For example, a rights-managed license might be limited to running in magazine print ads for the food industry, only in the US, for the duration of one month. **None of Shutterstock's content carries these limitations.**

With a Shutterstock license, you only pay for an image once. This means you can use the same image on your website, in a print ad campaign, and on web banners without having to pay for each use.





SECTION 2

THE SPECTRUM OF ROYALTY-FREE LICENSING

Royalty-free licenses exist on a spectrum, and some are more limited than others. Shutterstock offers licensing tiered for every type of customer, but each license addresses the same key criteria:

When you can use content: The time-frame in which you can use licensed content.

Where you can use content: The mediums in which you can use licensed content, including print, digital, video, and out-of-home.

How you are protected: We guarantee that our content, when used as permitted by the license, will not infringe on the intellectual property rights, or rights of publicity / privacy of any third-party. Shutterstock stands behind these warranties by covering the costs for damages that are payable to such third parties which directly result from a breach of those guarantees.

This is indemnification.

LICENSES

STANDARD LICENSE

When can I use the images I license?

Anytime! With each purchase, you're granted a 'license for perpetual worldwide use.' This means you can download images and use them whenever you want – today, in a month, or five years from now.

Where can I use the images I license?

1. **Digital:** Unlimited. Use your images freely in websites, on eBook covers, within apps, in emails — you're totally covered in the online world.
2. **Print:** Up to 500,000 reproductions. You can print images in any combination of books, magazines, packaging, etc. until you hit 500,000 total copies.
3. **Video:** Up to \$10,000 production budget. You can use images in smaller productions for TV, online video, or film if the budget does not exceed \$10,000.
4. **Out-of home:** Up to 500,000 gross impressions. Feature images on billboards, along streets, or in transit where it can be seen by up to 500,000 people.

How am I protected?

We offer \$10,000 indemnification for every image you license. Shutterstock will defend claims and assume responsibility for your direct damages and legal fees up to this amount. This is rare, but we want to offer peace of mind.





ENHANCED LICENSE

When can I use the images I license?

Whenever you want. With each purchase, you're granted a 'license for perpetual worldwide use.'

Where can I use the images I license?

Pretty much everywhere. You have unlimited use in digital, print, video, and out-of-home campaigns. You're also covered for other unique uses, including templates, merchandise or promotional items, and decoration in your commercial space.

How am I protected?

We'll offer \$250,000 indemnification for every image you license. Shutterstock will defend claims and assume responsibility for your direct damages and legal fees up to this amount.

FOOTAGE LICENSE

When can I use the clips I license?

With each purchase, you're granted a 'license for perpetual worldwide use.' This means you can use them whenever you want.

Where can I use the clips I license?

You can use the footage clips in any video production such as TV commercials, TV shows, YouTube videos, or feature films. There is no restriction on viewers and you have unlimited distribution via any type of media.

How am I protected?

We offer \$10,000 indemnification for every footage clip you license. Shutterstock will defend claims and assume responsibility for your direct damages and legal fees up to this amount.





ENTERPRISE LICENSES

Some customers need an even more expansive license, allowing them access to exclusive content and an enhanced platform. These are the Enterprise and Media licenses. Enjoy access to unlimited users, hi-res unwatermarked comps, and detailed metadata that helps you keep track of downloads.

Premier

The Shutterstock Premier license is the strongest license offered by Shutterstock. It is designed with enterprise clients in mind, and it has three key features:

1. **Sensitive-use:** Get images approved for use in potentially controversial or unflattering contexts, i.e. pharmaceutical, healthcare, tobacco advertising, and political advertising.
2. **Third-party rights transfer:** If you need to transfer the license to your client, you can, provided the client agrees (in writing) to use such content in accordance with the license – and further provided that the Licensee notify Shutterstock in writing of any such assignment.
3. **Full indemnification:** We will defend claims, indemnify, and hold you harmless for direct damages arising from a third-party claim that Shutterstock breached our representations and warranties.

Media

This is Shutterstock's most customizable license. It's designed for enterprise clients who need flexibility and specific workflow features. It can be tailored to fit your company's specific needs.

[Learn more about the Media and Premier license.](#)



SECTION 4

SUBSCRIPTIONS

Once you've decided on a license that works for you, it's time to choose a subscription. Instead of buying on-demand image packs, a subscription allows you to purchase images throughout the year with bulk-pricing. When choosing a subscription, consider these two criteria:

Number of users: We offer single-user and multiple-user plans. Single-user means only the person named on the account has login access and usage rights to the image files. The account holder can use images for his employer but may not share images or login details with others. If you need multi-user access for your team, we offer pricing plans depending on the number of users.

Download limits: Each month you can download your chosen quantity of images with daily, monthly, or annual download limits. You can opt for a preset allotment of downloads, or get a customized allotment. Subscriptions are available as monthly or annual plans.

TEAM SUBSCRIPTION

Available only on a Standard License. Comes with access to the Team Experience platform.

[Learn more about it here.](#)

Number of users: Customizable

Download limits: 750/month

ANNUAL CUSTOM SUBSCRIPTION

Available on a Standard and Enhanced License.

Number of users: Customizable

Download limits: Custom annual allotment

FOOTAGE CUSTOM SUBSCRIPTION

Available only on a Footage License.

Number of users: Customizable

Download limits: Custom annual allotment

[Get in touch to learn about the right subscription for you.](#)

SECTION 5

GET YOUR SHUTTERSTOCK LICENSE TODAY

Whether you own a small business and need a few images for your website each month, or you're part of a large enterprise that needs high-volumes of content, it's important to make sure your business is operating under the right license and with the right protection.

Ready to find the right Shutterstock license and subscription for your business? [Get started with a free phone consultation with one of our small business experts.](#)

