

## April-May 2012 Microstock News

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By Steve Gibson Tue, 2012-05-29 05:29

April was a reasonably quiet month for [microstock](#) [3] news, but May was a lot more interesting!

### IPOs, Investments and Rumours

There was a trio of microstock finance stories earlier this month starting with the [Shutterstock IPO release](#) [4]. Regardless of your opinion on this story the prospectus document makes a really interesting read! Shutterstock plans to raise around \$115 million through it's IPO.

This was followed by fiance firm KKR [investing US\\$ 150 million in fotolia](#) [5] in return for a 50% stake in the company, in a "bid to consolidate the fragmented marketplace for licensing online digital images and videos".

Finally rumours of a possible sale or a public offering of Getty images (owners of [istockphoto](#) [6]) after [reports](#) [7] that the owners have retained bankers Goldman Sachs and JPMorgan.

With the possibility of up to three cash injected major microstock agencies I think we can look forward to seeing some major upcoming acquisitions and mergers. While It's possible, I don't think investment in technology and marketing is all they have in mind...

### Yuri's New Site

Microstockdiaries published a [detailed review](#) [8] of the new [PeopleImages.com](#) [9] website from top microstocker Yuri Arcurs which was launched at the start of May. I think the new site is a spectacular achievement (plus a significant investment, and thinking back to the recruitment Yuri was doing for programmers it's been at least 2 years in the making!)

I personally think it's time to stop thinking of Yuri as microstock photographer; or at least separate the Yuri "a photographer" from Yuri as "Yuri Arcurs productions" a production company. Although Lee (microstockdiaries) keeps referring to Peopleimages as direct sales site I don't actually see it as that: it's not the site of a single photographer, it's multiple photographers under a single umbrella - to me that's "an agency".

### In Other News...

[Fotolia](#) [10] announced that they are now [distributed by AP images](#) [11].

Crestock [dropped the price](#) [12] of their extended licenses.

[Shutterstock](#) [13] Introduced us to their [new logo](#) [14].

Dreamstime [updated their Image Levels](#) [15], effectively shifting all images up one level, meaning more credits for each download (apart from level 5) but at the same time cutting commission rates by 5%. This also means higher prices to consumers, but still maintains a selection of budget images (unsold for 24 months).

[123rf](#) [16] Put their previously announced new video collection online, the sizes and pricing for 123RF Stock Footage are:-

1080 High Definition - from \$44.20.

720 High Definition - from \$37.40.

480 Standard Definition - from \$27.20.

240 Web Definition - from \$10.20.

[iStock](#) [6] launched a [CS6 plugin](#) [17] to allow designers to download directly into Adobe Creative Suite applications.

Bigstock [expanded their API](#) [18] from image search to also include a full reseller product, bringing them into line with what most of the other agencies are offering in terms of [API access](#) [19].

For more posts and stories from the past couple of months have a look at my [twitter](#) [20] and [facebook feeds](#) [21].

0 Comments

It's quiet in here!

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[4] <http://techcrunch.com/2012/05/14/shutterstock-files-for-ipo-plans-to-raise-up-to-115-million/>

[5] <http://blog.fotolia.com/us/2012/05/17/fotolias-exciting-new-partnership-with-kkf/>

[6] [http://microstockinsider.com/site\\_reviews/istockphoto](http://microstockinsider.com/site_reviews/istockphoto)

[7] <http://www.reuters.com/article/2012/05/22/us-getty-sale-ipo-idUSBRE84L13520120522>

[8] <http://www.microstockdiaries.com/yuri-arcurs-launches-peopleimages-com-the-ultimate-direct-sales-website.html>

[9] <http://peopleimages.com/>

[10] <http://microstockinsider.com/redirect/fotolia.com>

[11] <http://blog.fotolia.com/us/2012/04/26/ap-images-now-distributes-fotolia-images/>

[12] <http://blog.crestock.com/2012/05/08/extended-license-price-drop/>

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[14] <http://www.shutterstock.com/buzz/introducing-shutterstocks-new-look>

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[17] <http://www.istockphoto.com/participate/tools-apps>

[18] <http://www.bigstockphoto.com/partners/>

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