



Shutterstock Announces Exclusive Partnership with Rights Clearance Industry Leader, Greenlight

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Partnership will enable Shutterstock customers to license editorial content for commercial use

NEW YORK, Nov. 26, 2018 /PRNewswire/ -- [Shutterstock, Inc.](#) (NYSE:SSTK), a leading global technology company offering high-quality assets, tools and services through its creative platform, today announced a partnership with rights and clearance agency, Greenlight, a part of Branded Entertainment Network. Greenlight clears content with rights holders for use in commercial advertising and corporate campaigns and Greenlight also represents the rights for some of the biggest icons, including Albert Einstein, Steve McQueen, Whitney Houston, Sophia Loren, Thomas Edison, and more.



This exclusive rights clearance agreement enables Shutterstock customers, including ad agencies, brands, and creatives around the world, to license image and video content that would otherwise only be available for editorial purposes. Greenlight offers a full scope of rights clearance services, securing permissions to use celebrities, sports, science and literature talents, historical icons, trademarks, copyrights, landmarks, locations, and any other unique intellectual property (IP) for brand and advertising campaigns. The company has an exceptional reputation worldwide for securing clearances with an unmatched client service and speed to market.

"We are thrilled to be working with an industry leader in this space to bring preferential rights clearance services to our customers," said Shutterstock's GM of Editorial, Donna Granato. "The exclusive relationships that Greenlight has with some of the most recognized and respected icons gives our customers the edge when licensing this imagery for commercial purposes. As specialists, Greenlight can help get most editorial images in the Shutterstock collection licensed for our clients' commercial needs, such as branded campaigns and product launches."

"Clearing and licensing third party rights for commercial use can be a daunting task," explained Tamra Knepper, Senior Vice President, Greenlight. "Some people may be hesitant to use the best content simply due to tight timelines and potential legal complexities. However, with Greenlight's experience and expertise, we make it easy and simplify the process, opening up limitless new opportunities for commercial uses of Shutterstock's image and video libraries. With this partnership, Shutterstock clients will be able to easily explore clearance and licensing options, not just across the portfolio of icons Greenlight represents, but for any third party rights."

With over 30 years of industry experience, Greenlight has successfully worked with numerous advertising agencies and brands worldwide in assisting with clearances of film and television properties, celebrities, icons and other talent, artwork, trademarks, music and all other types of IP rights for high-profile campaigns. With offices around the world, Greenlight's team of seasoned professional rights clearance experts, research, and account management specialists help streamline the rights clearance and procurement process.

Learn more about the [Greenlight partnership here](#).

About Greenlight, Inc.

Greenlight, a division of Branded Entertainment Network (BEN), a Bill Gates Company, is the global leader in rights clearances and rights representation, providing turnkey solutions for top brands and advertising agencies worldwide. Greenlight represents some of the most iconic names in history including Albert Einstein, Steve McQueen, Sophia Loren, Thomas Edison, Martin Luther King, Jr., Marvin Gaye, Charlie Chaplin, Whitney Houston, and more. For more information, visit www.greenlightright.com.

About Shutterstock, Inc.

Shutterstock, Inc. (NYSE: [SSTK](#)), directly and through its group subsidiaries, is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#) and [music](#) to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 550,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 225 million images and more than 12 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company's brands also include [Bigstock](#), a value-oriented stock media offering; Shutterstock Custom, [a custom content creation platform](#); Offset, a [high-end image collection](#); PremiumBeat a curated [royalty-free music](#) library; and Rex Features, a premier source of [editorial images](#) for the world's media.

For more information, please visit www.shutterstock.com and follow Shutterstock on [Twitter](#) and on [Facebook](#).



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