

## Visual Steam Announces Results of its 2013 Stock Image Buyers Survey

Visual Steam is pleased to announce the results of its first Stock Image Buyers Survey. Results indicate that buyers believe their use of content will increase in the coming year. Getty Images, iStock Photo, and Shutterstock take the top spots as favorite and top destinations.

New York, September 2013--

In June 2013, Visual Steam ([www.visualsteam.com](http://www.visualsteam.com)) surveyed thousands of U.S. art buyers, art directors, creative directors and marketing professionals to better understand stock image buying behavior today (still photography and motion). The company has published the results of this survey on the company's website at:



[http://visualsteam.com/Visual\\_Steam\\_2013\\_Stock\\_Buyers\\_Survey.html](http://visualsteam.com/Visual_Steam_2013_Stock_Buyers_Survey.html)

Interested parties can download a written summary or view a video presentation of results.

The survey results provide a glimpse into what is driving stock image purchases today, how clients perceive top destinations, and what stock image providers can do better.

Leslie Hughes, Visual Steam's Founder and President said "We look at this first survey of stock image buyers as a way to get a baseline understanding of market dynamics affecting image licensing today. We were pleased with the results and hope to make this an annual survey."

For more information about Visual Steam, please go to [www.visualsteam.com](http://www.visualsteam.com)

### About Visual Steam

Visual Steam helps companies monetize content and art buyers find the content they need. The company offers a broad range of services to business clients including contract sales support, research services, management consulting services, training and marketing support. Equidyne Holdings, LLC, *d.b.a.* Visual Steam, works with companies innovating in visual, digital media. For more information on Visual Steam, we invite you to go to [www.visualsteam.com](http://www.visualsteam.com), or contact [info@visualsteam.com](mailto:info@visualsteam.com).