

# Editorial Images Market - Global Outlook and Forecast 2019-2024

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## Abstracts

The global editorial images market is expected to grow at a CAGR of over 5% during the forecast period 2018?2024.

Engaging across broader touchpoints is becoming a major trend in the global editorial market. With marketing coming to the forefront, there is a more holistic approach that is being taken by vendors to expand their purview. Another offset of this is the standardization of the pricing system, where prices are based on the size and does not cover any credits, subscriptions, or discounts. Seeing as personalized content is becoming the need of the hour, vendors are deep-diving into the recording of purchase history, analyzing data of users, and using smart technology to display the visual content that is needed. While North America is currently leading the global editorial images market, China and India will be among the fastest-growing markets during the forecast periods due to their current state of the economy and increased accessibility to relevant imagery.

The following factors are likely to contribute to the growth of the heat gun market during the forecast period:

Superior Journalism: A New Reality

Widespread Media Layoffs

The Rise of the De-territorialized, Hyper-connected News Ecosystem

Syndication of Editorial Content

## AI and ML in the Editorial Images Landscape

The study considers the present scenario of the global editorial images market and its market dynamics for the period 2018-2024. It covers a detailed overview of several market growth enablers, restraints, and trends. The study offers both the demand and supply aspect of the market. It profiles and examines leading companies and other prominent companies operating in the editorial images market.

### Editorial Images Market: Segmentation

This research report includes detailed market segmentation by application, channels, use-case, and geography. Fast-moving fluctuations in global, international, national, and local news and politics have kept audiences buried in newspapers and news-oriented magazines and online platforms. Naturally, the demand for news editorial images has gone up. This is bolstered by the growth in the array of news sources. Media organizations, especially messaging apps, that are experimenting with newsgroups, quizzes, broadcasts list, and more to cater to changing consumer demand for less confrontational and more private areas to have relevant conversations. Another stand-out driver is that the millennial population is spending much less time on news than the preceding generations and heat maps have pointed to headlines and contents accounting for the most viewed elements in a news article online, thereby increasing the relevance of editorial images.

The trend of veering away from end-to-end and self-contained text toward visual storytelling and alternative story forms is growing. Important matters in these publications are spread across double-pages and heavily illustrated with charts, infographics, and maps. Such strategies are turning around the demand for visual content from newspapers as well as other types of illustrative editorial content. However, unlike earlier, circulation/quantifying eyeballs was the main goal, now it is about getting in front of the right audience, driving a holistic view of visual content across the board.

The shift in business models in the publishing industry is putting the attention back on a wide variety of content such as blogs, newsletters, and eBooks. As media and publishing companies are turning the focus on retention and loyalty, newsletters are gaining prominence once again. The market is also benefitting from the influx of non-fiction titles, which have grown due to the high flexibility for the tonality of content among schools and libraries. The upsurge in social and political discourses has also

increased the number of non-fiction books by celebrities and public figures, which is driving the demand for images for both covers and inside pages. As books and others such as memoirs and autobiographies get picked up more often on account of a high amount of interest in real-life stories, licenses are witnessing higher revenues.

The documentary segment is expected to be driven by news organizations and specialist libraries as they are looking for more authenticity than stock image sites. Portrait-style editorial images are gaining traction, specifically those of famous personalities such as scientists and politicians as magazines look beyond conventional representations and look to feature more arresting pictures. Larger-than-life pictures and extremely tight portraits are thus doing well on stock picture platforms.

The illustrative segment is primed to grow as the winds of change in the consumer paradigm create whole new avenues for the market demand. Review sites and blogs have blown up in recent times as general distrust spreads, and consumers seek social proof. Conceptual images of products, brands, and places are being used to help tell stories and convey ideas.

#### Market Segmentation by Application

News

Sports

Entertainment

Archival

#### Market Segmentation by Channel

Newspapers

Magazines

Others

#### Market Segmentation by Use-case

Documentary

Illustrative

## Editorial Images Market: Geography

North America's abandonment of print channels is the fastest, with social platforms and internet-centric organizations coming to the forefront. Both newspapers and consumer magazines, while mature, are witnessing falling revenues with decreasing volumes. Publications are moving to digital and sharing and outsourcing services, and major cost-cutting imperatives are in place. The region also witnesses high investments in other revenue streams to live off, moving into spaces such as events and videos, fueled by the focus on creating better user experiences to prevent the erosion of viewership.

The growth of the European images market has picked up, stimulated by attractive financing conditions and growing profitability. Countries across Europe have shown mixed performances; however, several major economies are on their way to stabilize this growth. Successful European news and publishing sites do not use paid tactics to the degrees used by websites in North America. This makes using engaging content across websites to drive engagement and increase re-visits important. This has made the context for images imperative.

## Market Segmentation by Geography

APAC

China

Japan

South Korea

Australia

India

Europe

Germany

UK

France

Spain

Italy

Latin America

Brazil

Mexico

Argentina

MEA

Saudi Arabia

UAE

South Africa

North America

Canada

US

## Key Vendor Analysis

A majority of large players have entered into partnerships, acquisitions, and distribution deals in the global editorial images market. Major agencies such as Getty Images has largely been the go-to for editorial stock photos, often represent smaller ones, benefitting from their exclusive content and giving them an opening. However, a lot of

these leading companies are growing, not from new sales but from eating into the share of other smaller agencies. Several vendors have a global presence and have created strong brand images for their products. Besides, several small and large vendors are altering the stock photography business by new approaches and models, such as making mobile a platform. With a lot of these vendors trying to cut costs considering the shrinking revenues, offering any kind of service apart from the basics is limiting their growth. A lot of players work with owners of the rights of editorial content and contributing photographers to offer commercial clearance by acquiring the proper permissions. The market is highly competitive with major players competing to gain a higher market share. Intense competition, rapid advances in technology, and frequent changes in end-user preferences constitute significant risks for the vendors.

### Key Vendors

Getty Images

Visual China Group (VCG)

Shutterstock

Adobe

### Other Prominent Vendors

123RF

Alamy

AP Images

Redux Pictures

East News

Depositphotos

Dissolve

Dreamstime

ImagineChina

The Mega Agency

Newscom

PR Photos

Agence France-Presse

Reuters Pictures

SilverHub Media

SuperStock

NHK Video Bank

Nippon News

World Entertainment News Network (WENN)

ZUMA Press

## Key Market Insights

The analysis of the global editorial images market provides sizing and growth opportunities for the forecast period 2019–2024.

Offers sizing and growth prospects of the market for the forecast period 2019–2024.

Provides comprehensive insights on the latest industry trends, forecast, and growth drivers in the market.

Includes a detailed analysis of growth drivers, challenges, and investment

opportunities.

Delivers a complete overview of segments and the regional outlook of the market.

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key strategies to gain competitive advantage.



## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

#### 4.2 Base Year

#### 4.3 Scope of the study

#### 4.4 Market Segments

##### 4.4.1 Market Segmentation by Application

##### 4.4.2 Market Segmentation by Channel

##### 4.4.3 Market Segmentation by Use-case

##### 4.4.4 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

#### 7.2 State of The Global Economy

##### 7.2.1 Deepening of Global Economic Connections

#### 7.3 Global Editorial Images Market: An Overview

##### 7.3.1 Business Model

### **8 MARKET DYNAMICS**

## 8.1 Market Growth Enablers

8.1.1 Superior Journalism

8.1.2 Rise of News Aggregators

8.1.3 Widespread Media Layoffs

8.1.4 De-territorialized & Hyper-Connected News Ecosystem

## 8.2 Market Growth Restraints

8.2.1 Growth of Image Theft and Misappropriation

8.2.2 Transfer of Value from Artists to Platforms

8.2.3 Grey Areas in Licensing & Violation of Copyrights

8.2.4 Audio and Video Reign over Images

## 8.3 Market Opportunities & Trends

8.3.1 Syndication of Editorial Content

8.3.2 Diversity and Inclusion

8.3.3 Scripts Flipping to Highlight Social Issues

8.3.4 AI and ML in Editorial Images Landscape

# 9 GLOBAL EDITORIAL IMAGES MARKET

## 9.1 Market Size & Forecast

## 9.2 Five Forces Analysis

9.2.1 Threat of New Entrants

9.2.2 Bargaining Power of Suppliers

9.2.3 Bargaining Power of Buyers

9.2.4 Threat of Substitutes

9.2.5 Competitive Rivalry

# 10 BY APPLICATION

## 10.1 Market Snapshot & Growth Engine

## 10.2 Market Overview

## 10.3 News

10.3.1 Market Size & Forecast

## 10.4 Entertainment

10.4.1 Market Size & Forecast

## 10.5 Sports

10.5.1 Market Size & Forecast

## 10.6 Archival

10.6.1 Market Size & Forecast

## **11 BY CHANNEL**

11.1 Market Snapshot & Growth Engine

11.2 Market Overview

11.3 Newspapers

11.3.1 Market Size & Forecast

11.4 Magazines

11.4.1 Market Size & Forecast

11.5 Others

11.5.1 Market Size & Forecast

## **12 BY USE CASE**

12.1 Market Snapshot & Growth Engine

12.2 Market Overview

12.3 Documentary

12.3.1 Market Size & Forecast

12.4 Illustrative

12.4.1 Market Size & Forecast

## **13 BY GEOGRAPHY**

13.1 Market Snapshot & Growth Engine

13.2 Overview

## **14 NORTH AMERICA**

14.1 Market Size & Forecast

14.2 Key Countries

14.3 US

14.3.1 Market Size & Forecast

14.4 Canada

14.4.1 Market Size & Forecast

## **15 EUROPE**

15.1 Market Size & Forecast

15.2 Key Countries

15.3 UK

- 15.3.1 Market Size & Forecast
- 15.4 Germany
  - 15.4.1 Market Size & Forecast
- 15.5 France
  - 15.5.1 Market Size & Forecast
- 15.6 Spain
  - 15.6.1 Market Size & Forecast
- 15.7 Italy
  - 15.7.1 Market Size & Forecast

## **16 APAC**

- 16.1 Market Size & Forecast
- 16.2 Key Countries
- 16.3 China
  - 16.3.1 Market Size & Forecast
- 16.4 India
  - 16.4.1 Market Size & Forecast
- 16.5 Japan
  - 16.5.1 Market Size & Forecast
- 16.6 Australia
  - 16.6.1 Market Size & Forecast
- 16.7 South Korea
  - 16.7.1 Market Size & Forecast

## **17 MIDDLE EAST & AFRICA**

- 17.1 Market Size & Forecast
- 17.2 Key Countries
- 17.3 UAE
  - 17.3.1 Market Size & Forecast
- 17.4 South Africa
  - 17.4.1 Market Size & Forecast
- 17.5 Saudi Arabia
  - 17.5.1 Market Size & Forecast

## **18 LATIN AMERICA**

- 18.1 Market Size & Forecast

## 18.2 Key Countries

### 18.3 Brazil

#### 18.3.1 Market Size & Forecast

### 18.4 Mexico

#### 18.4.1 Market Size & Forecast

### 18.5 Argentina

#### 18.5.1 Market Size & Forecast

## **19 COMPETITIVE LANDSCAPE**

### 19.1 Competition Overview

## **20 MARKET VENDOR ANALYSIS**

### 20.1 Market Ranking Analysis

## **21 KEY COMPANY PROFILES**

### 21.1 Getty Images

#### 21.1.1 Business Overview

#### 21.1.2 Major Product Offerings

#### 21.1.3 Key Strengths

#### 21.1.4 Key Strategies

#### 21.1.5 Key Opportunities

### 21.2 Visual China Group (VCG)

#### 21.2.1 Business Overview

#### 21.2.2 Major Product Offerings

#### 21.2.3 Key Strengths

#### 21.2.4 Key Strategies

#### 21.2.5 Key Opportunities

### 21.3 Shutterstock

#### 21.3.1 Business Overview

#### 21.3.2 Major Product Offerings

#### 21.3.3 Key Strengths

#### 21.3.4 Key Strategies

#### 21.3.5 Key Opportunities

### 21.4 Adobe

#### 21.4.1 Business Overview

#### 21.4.2 Major Product Offerings

- 21.4.3 Key Strengths
- 21.4.4 Key Strategies
- 21.4.5 Key Opportunities

## **22 OTHER PROMINENT VENDORS**

### **22.1 123RF**

- 22.1.1 Business Overview
- 22.1.2 Product Offerings
- 22.1.3 Key Strengths
- 22.1.4 Key Strategies

### **22.2 Alamy**

- 22.2.1 Business Overview
- 22.2.2 Product Offerings
- 22.2.3 Key Strengths
- 22.2.4 Key Strategies

### **22.3 AP Images**

- 22.3.1 Business Overview
- 22.3.2 Product Offerings
- 22.3.3 Key Strengths
- 22.3.4 Key Strategies

### **22.4 Redux Pictures**

- 22.4.1 Business Overview
- 22.4.2 Product Offerings
- 22.4.3 Key Strengths
- 22.4.4 Key Strategies

### **22.5 East News**

- 22.5.1 Business Overview
- 22.5.2 Product Offerings
- 22.5.3 Key Strengths
- 22.5.4 Key Strategies

### **22.6 DepositPhotos**

- 22.6.1 Business Overview
- 22.6.2 Product Offerings
- 22.6.3 Key Strengths
- 22.6.4 Key Strategies

### **22.7 Dissolve**

- 22.7.1 Business Overview
- 22.7.2 Product Offerings

- 22.7.3 Key Strengths
- 22.7.4 Key Strategies
- 22.8 Dreamstime
  - 22.8.1 Business Overview
  - 22.8.2 Product Offerings
  - 22.8.3 Key Strengths
  - 22.8.4 Key Strategies
- 22.9 ImagineChina
  - 22.9.1 Business Overview
  - 22.9.2 Product Offerings
  - 22.9.3 Key Strategies
  - 22.9.4 Key Strengths
- 22.10 The Mega Agency
  - 22.10.1 Business Overview
  - 22.10.2 Product Offerings
  - 22.10.3 Key Strengths
  - 22.10.4 Key Strategies
- 22.11 Newscom
  - 22.11.1 Business Overview
  - 22.11.2 Product Offerings
  - 22.11.3 Key Strengths
  - 22.11.4 Key Strategies
- 22.12 PR Photos
  - 22.12.1 Business Overview
  - 22.12.2 Product Offerings
  - 22.12.3 Key Strengths
  - 22.12.4 Key Strategies
- 22.13 Agence France Presse (AFP)
  - 22.13.1 Business Overview
  - 22.13.2 Product Offerings
  - 22.13.3 Key Strengths
  - 22.13.4 Key Strategies
- 22.14 Reuters Pictures
  - 22.14.1 Business Overview
  - 22.14.2 Product Offerings
  - 22.14.3 Key Strengths
  - 22.14.4 Key Strategies
- 22.15 SilverHub Media
  - 22.15.1 Business Overview

- 22.15.2 Product Offerings
- 22.15.3 Key Strengths
- 22.15.4 Key Strategies
- 22.16 Superstock
  - 22.16.1 Business Overview
  - 22.16.2 Product Offerings
  - 22.16.3 Key Strengths
  - 22.16.4 Key Strategies
- 22.17 NHK Video Bank
  - 22.17.1 Business Overview
  - 22.17.2 Product Offerings
  - 22.17.3 Key Strengths
  - 22.17.4 Key Strategies
- 22.18 Nippon News
  - 22.18.1 Business Overview
  - 22.18.2 Product Offerings
  - 22.18.3 Key Strengths
  - 22.18.4 Key Strategies
- 22.19 WENN
  - 22.19.1 Business Overview
  - 22.19.2 Product Offerings
  - 22.19.3 Key Strengths
  - 22.19.4 Key Strategies
- 22.20 ZUMA Press
  - 22.20.1 Business Overview
  - 22.20.2 Product Offerings
  - 22.20.3 Key Strengths
  - 22.20.4 Key Strategies

## **23 REPORT SUMMARY**

- 23.1 Key Takeaways
- 23.2 Strategic Recommendations
- 23.3 Quantitative Summary
  - 23.3.1 Use-Case
  - 23.3.2 Application
  - 23.3.3 Channel
  - 23.3.4 Geography



## **24 APPENDIX**

### **24.1 Abbreviations**

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Editorial Images Market
- Exhibit 2 Market Size Calculation Approach 2018
- Exhibit 3 Defining Elements in the Editorial Image Scene
- Exhibit 4 Economic Profile 2018
- Exhibit 5 Cross-border Data Flows 2018
- Exhibit 6 State of Globalization: Past vs. Present
- Exhibit 7 Editorial images Business Model 2018
- Exhibit 8 Impact of Superior Journalism: A New Reality
- Exhibit 9 Impact of Rise of News Aggregators
- Exhibit 10 Impact of Widespread Media Layoffs
- Exhibit 11 Impact of De-territorialized, Hyper-connected News Ecosystem
- Exhibit 12 Impact of Growth of Image Theft and Misappropriation
- Exhibit 13 Impact of Unsustainable Business Models
- Exhibit 14 Impact of Grey Areas in Licensing and Violation of Copyrights
- Exhibit 15 Image Theft Statistics 2018
- Exhibit 16 Impact of Audio and Video Reign over Images
- Exhibit 17 Audio Activity Statistics in the US 2018
- Exhibit 18 Impact of Syndication of Editorial Content
- Exhibit 19 Impact of Push for Diversity and Inclusion
- Exhibit 20 Impact of Scripts Flipping to Highlight Social Issues
- Exhibit 21 Impact of AI and ML in Editorial Images Landscape
- Exhibit 22 Global Editorial Images Market 2018–2024 (\$ million)
- Exhibit 23 Five Forces Analysis 2018
- Exhibit 24 Incremental Growth by Application 2018?2024
- Exhibit 25 Global Editorial images Market by Application (\$ million)
- Exhibit 26 Global Editorial images Market by Application 2018 & 2024
- Exhibit 27 Global Editorial Images Market - Growth Comparison by Application 2018–2024
- Exhibit 28 Global Editorial images Market by News 2018–2024 (\$ million)
- Exhibit 29 Global Entertainment Editorial Images Market by 2018–2024 (\$ million)
- Exhibit 30 Global Sports Editorial Images Market 2018–2024 (\$ million)
- Exhibit 31 Global Archival Editorial Images Market 2018–2024 (\$ million)
- Exhibit 32 Incremental Growth by Channel 2018?2024
- Exhibit 33 Global Editorial images Market by Channel (\$ million)
- Exhibit 34 Global Editorial images Market by Channel 2018 & 2024

- Exhibit 35 CAGR of Global Newspaper Industry by Platform 2018-2023
- Exhibit 36 Global Newspaper Editorial Images Market 2018-2024 (\$ million)
- Exhibit 37 Global Magazine Editorial Images Market 2018-2024 (\$ million)
- Exhibit 38 Global Other Editorial Images Market 2018-2024 (\$ million)
- Exhibit 39 Incremental Growth by Use Case 2018-2024
- Exhibit 40 Global Editorial images Market by Use Case (\$ million)
- Exhibit 41 Global Editorial images Market by Use Case 2018 & 2024
- Exhibit 42 Global Documentary Editorial Images Market 2018-2024 (\$ million)
- Exhibit 43 Global Illustrative Editorial Images Market 2018-2024 (\$ million)
- Exhibit 44 Incremental Growth by Region 2018-2024
- Exhibit 45 Global Editorial images Market by Geography (\$ million)
- Exhibit 46 Global Editorial images Market by Geography 2018
- Exhibit 47 Global Editorial images Market by Geography 2024
- Exhibit 48 Editorial Images Market in North America 2018-2024 (\$ million)
- Exhibit 49 Incremental Growth in North America 2018-2024
- Exhibit 50 US Media Statistics 2018
- Exhibit 51 Editorial images Market in US 2018-2024 (\$ million)
- Exhibit 52 Editorial Images Market in Canada 2018-2024 (\$ million)
- Exhibit 53 Editorial images Market in Europe 2018-2024 (\$ million)
- Exhibit 54 Major Sports by Interest across European Countries 2018
- Exhibit 55 Incremental Growth in Europe 2018-2024
- Exhibit 56 Editorial Images Market in UK 2018-2024 (\$ million)
- Exhibit 57 Share and Growth Rate of Magazines in the UK by Sector 2018
- Exhibit 58 Editorial images Market in Germany 2018-2024 (\$ million)
- Exhibit 59 Editorial Images Market in France 2018-2024 (\$ million)
- Exhibit 60 Editorial Images Market in Spain 2018-2024 (\$ million)
- Exhibit 61 Editorial images Market in Italy 2018-2024 (\$ million)
- Exhibit 62 Editorial Images Market in APAC 2018-2024 (\$ million)
- Exhibit 63 Incremental Growth in APAC 2018-2024
- Exhibit 64 Editorial Images Market in China 2018-2024 (\$ million)
- Exhibit 65 Editorial Images Market in India 2018-2024 (\$ million)
- Exhibit 66 Editorial Images Market in Japan 2018-2024 (\$ million)
- Exhibit 67 Editorial Images Market in Australia 2018-2024 (\$ million)
- Exhibit 68 Editorial Images Market in South Korea 2018-2024 (\$ million)
- Exhibit 69 Editorial Images Market in MEA 2018-2024 (\$ million)
- Exhibit 70 Incremental Growth in MEA 2018-2024
- Exhibit 71 Editorial Images Market in UAE 2018-2024 (\$ million)
- Exhibit 72 Editorial Images Market in South Africa 2018-2024 (\$ million)
- Exhibit 73 Editorial images Market in Saudi Arabia 2018-2024 (\$ million)

Exhibit 74 Editorial Images Market in Latin America 2018–2024 (\$ million)

Exhibit 75 Incremental Growth in Latin America 2018–2024

Exhibit 76 Editorial Images Market in Mexico 2018–2024 (\$ million)

Exhibit 77 Editorial Images Market in Argentina 2018–2024 (\$ million)

## List Of Tables

### LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2018

Table 3 Differences in Stock and Editorial Image Industry Structure and Market Development in Key Regions

Table 4 Global Sports Fan Base by Regional Popularity 2018

Table 5 Market Ranking Analysis 2018

Table 6 Getty Images: Product Offerings

Table 7 Visual China Group: Product Offerings

Table 8 Shutterstock: Product Offerings

Table 9 Adobe: Product Offerings

Table 10 Global Editorial Images Market by Use-Case (\$ million)

Table 11 Global Editorial Images Market by Use-Case (%)

Table 12 Global Editorial Images Market by Application (\$ million)

Table 13 Global Editorial Images Market by Application (%)

Table 14 Global Editorial Images Market by Channel (\$ million)

Table 15 Global Editorial images Market by Channel (%)

Table 16 Global Editorial images Market by Geography (\$ million)

Table 17 Global Editorial images Market by Geography (%)

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