









Shutterstock is under heavy fire after announcing that it would be changing its earnings structure effective June 1, 2020.

Under the new structure, the independent photographers, illustrators and videographers all over the world who create Shutterstock's visual assets stand to lose a substantial portion of their royalty income at the worst possible time—during a worldwide pandemic when many have lost their day jobs and are counting on royalties to help pay their bills.

In addition to the royalty cut occurring on June 1, Shutterstock will "reset" all contributors to royalties of only 15% each January 1, with artists needing to reach new milestones to regain higher royalty rates over the year—only to go back to square one the following January. Historically, artists have been rewarded with higher royalty percentages as they met lifetime licensing milestones.

 Image Levels	 Total licenses for the year	 Pay rate
<b>Level 1</b>	<b>&lt;= 100</b>	<b>15%</b>
Level 2	101 - 250	20%
Level 3	251 - 500	25%
Level 4	501 - 2,500	30%
Level 5	2,501 - 25,000	35%
Level 6	> 25,000	40%

 Video Levels	 <b>Correction:</b> Total licenses for the year	 Pay rate
Level 1	<= 10	15%
Level 2	11 - 50	20%
<b>Level 3</b>	<b>51 - 250</b>	<b>25%</b>
Level 4	251 - 5,000	30%
Level 5	5,001 - 25,000	35%
Level 6	> 25,000	40%

Shutterstock's own forum has blown up with over 160 pages of posts from angry contributors. Content producers have been removing their portfolios en masse, with millions of images and videos removed so far, and have taken to social media to fight this change.

On June 1st, contributors formed the Stock Submitters Coalition. By June 2nd, it had 1,400 members and growing. The hashtag [#boycottShutterstock](#) is trending all over social media. A petition on [change.org](#) objecting to the change has over 7,100 signatures so far.

According to Coalition leaders, the ultimate goal is to be a driving force in helping companies that license video and images know which stock agencies have the most fair agreements with contributors and guide them in that direction for acquiring content. The Coalition is currently in talks with several stock agencies. For now, the main movement is getting the word out to [#boycottShutterstock](#). For more information, please contact the Coalition at [stockcoalition@gmail.com](mailto:stockcoalition@gmail.com)