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Motion design & television advertising

# lmage databases OVERVIEW

# Paid image databases

#### **123RF**

- Licenses: up to five different licenses for commercial use
- Scope: approx. 150 million - Media: photos, videos, audio
- files, vector graphics, etc. - Cost: from €24 for 30 credits (equivalent to 3 images), subscriptions from €29 for 20 images



## shutterstck

#### Shutterstock

images,

- Licenses: different license types for commercial use Scope: approx. 530 million Media: photos, videos, audio files, vector graphics, etc. Costs: from €49 for five
- subscriptions from €29 for ten images per month

#### **Getty Images**

- Licenses: three license types for commercial use
- Scope: approx. 80 million
- Media: photos, videos, audio files, vector graphics, etc.
- Costs: from €175 for individual images, from €625 for five images, individual subscriptions





#### iStock

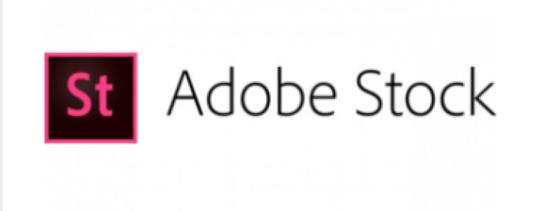
- Licenses: two different license types for commercial use
- Scope: no official infor-
- mation, approx. 65 million - Media: photos, videos, audio

files, vector graphics, etc.

- Costs: from €24 for three images, subscriptions from €29 per month for ten images

#### Adobe Stock (ehem. Fotolia)

- Licenses: three different license types for commercial use
- Scope: approx. 100 million
- Media: photos, videos, illustrations, vector graphics, animations, audio files, etc.
- Costs: credit packs starting at €39.95 for 5 images,
- subscriptions starting at
- €29.99 per month for 10 images



# Free image databases

## Canva

- Licenses: free private and commercial use without image credits for all free images
- Scope: several hundred thousand free images and graphics
- Media: photos, videos, audio files, vector graphics, etc.
- Upgrade option: from €110/ year





## Pixabay

- Lizenzen: freie private und kommerzielle Nutzung ohne Bildnachweis unter Einhaltung bestimmter Vorgaben
- Umfang: über 1,4 Mio.
- Medien: Fotos, Videos, Illustrationen, Vektorgrafiken, Animationen etc.

## Pexels

- Licenses: free private and commercial use without image credits, subject to
- certain requirements - Scope: over 3 million

illustrations

- Media: photos, videos,





## Flickr

- Licenses: various licenses (based on Creative Commons), some of which
- allow commercial use - Scope: over 8 billion

videos

- Media: photos, illustrations,

## Unsplash

- Licenses: free private and commercial use without image credits, subject to certain requirements
- Scope: over 1 million
- of illustrations
- Media: photos, small selection





