

Trending Topics

2012

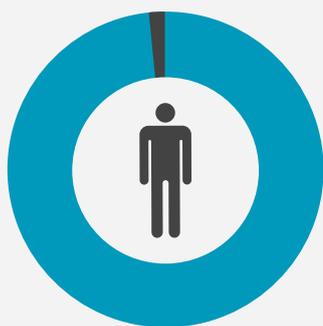
What you need, baby we've got it

At iStock we have dudes called Research Specialists who are paid to figure out what you want — like high-quality images that are original and regionally specific, but also culturally diverse. Well, ask and you shall receive. This fancy infographic shows the top user trends we saw in 2012.

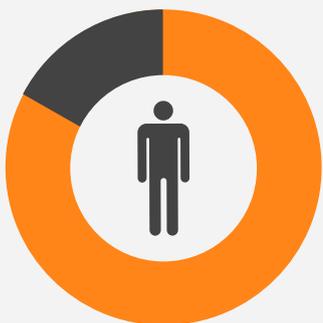


Percentage of creatives using stock imagery

YEAR:
2012
98%



YEAR:
2000
79%



What you look for in a stock provider

78%

QUALITY OF COLLECTION

70%

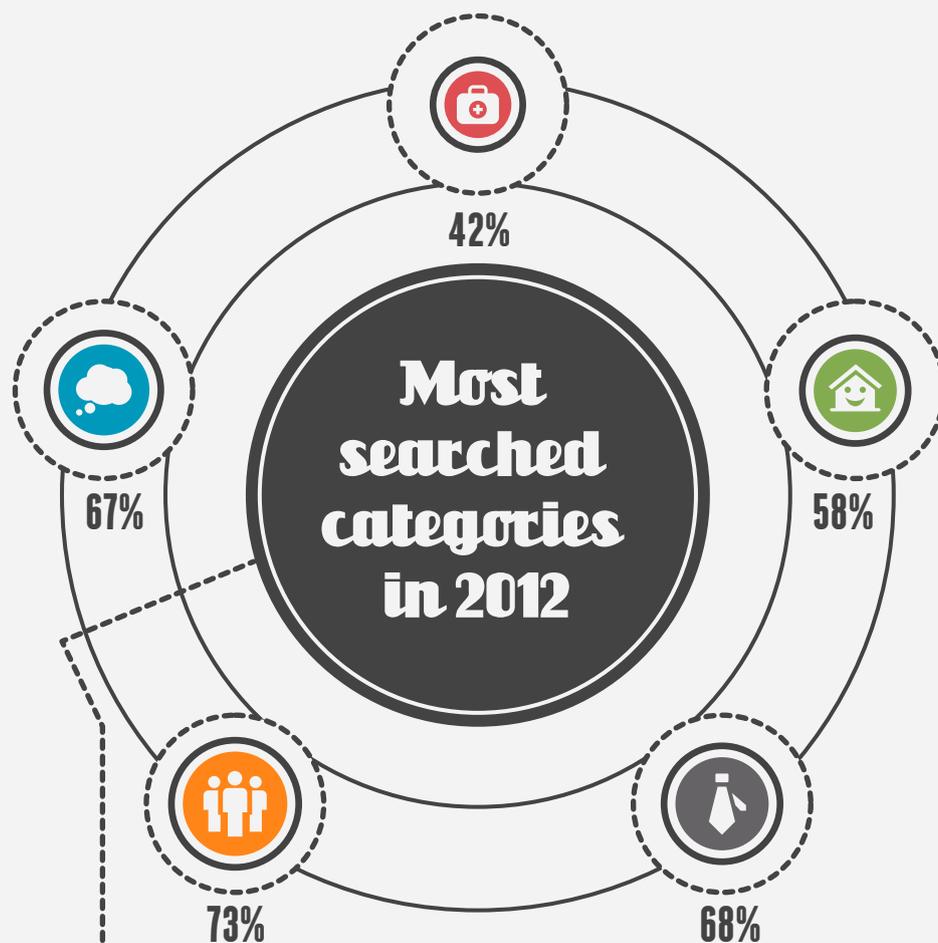
EASE OF SEARCH

52%

FRESHNESS OF IMAGES

40%

BREADTH OF COLLECTION



Medical

We saw a big increase in desire for authentic, accurate medical images that show real health topics in real environments, rather than “stocky” images that are shot in a studio.

[See “True Health”](#)



Lifestyle

Luxury is huge in Asia, less in Europe and North America. Thanks, financial crisis! So “The “Good Life” for many of us is visualized through images of play, fun and enjoyment (anything that’s free to do).

[See “Luxury”](#) & [“The Good Life”](#)



Concepts

Coziness and comfort trumped less-is-more minimalist photography over the last year. Get your warm-and-fuzzy on with a palette of natural colors found in nature.

[See “Coziness n’ Comfort”](#)



Business

Since business has taken on a wider global reach, gone are the days of 9 to 5. We’re now seeing a big demand for imagery of people working into the wee hours, across cultures and time zones.

[See “24-7 Business”](#)



People

Diversity and authenticity rule in portraiture. You’ve told us you want to see real-life people who’ve never stepped onto on a catwalk in 18-inch heels and 20-inch waistslines — and “mature” men and women are the subjects you find most trustworthy.

[See “Our People”](#)