

Introducing Stock Photo Insight, a new stock photography consulting service.

(New York, NY, August 3, 2015). For Immediate release. Responding to an increasing demand for reliable insights on the stock photography market, the three top stock photography industry experts, Lee Torrens, Paul Melcher and Amos Struck, have officially launched Stock Photo Insight (<http://stockphotoinsight.com>), a consulting service providing calls with all three experts simultaneously.

In addition, Stock Photo Insight is introducing a one-question-by-email service where all three experts provide independent answers within 24 hours. "For the first time, stock researchers will be able to get 3 expert points of view from a single written question, getting focused answers on specific points quicker." says Paul Melcher, stock photo industry veteran.

The company will produce free monthly video calls discussing topical issues in the industry and how they impact the market, with emphasis on the dominant participants Shutterstock and Getty Images. These discussions will serve to keep investors and researchers updated while also demonstrating the expertise on offer.

Leveraging 40 years of combined industry experience, yet with varied specialisations, the service is designed to ensure the whole is much greater than the sum of the parts, providing an accurate, precise, fact-rich and knowledgeable picture of an industry rich in activity but poor in public data.

"After years of offering consultancy services separately - which we will all continue to do - we realize how much a time and cost saver it would be to offer our three perspectives in one call" says long-time microstock analyst Lee Torrens. "We can now offer a powerful solution for those seeking a full 360 view and understanding of the marketplace and its key players".

"With our new service, says Amos Struck, "we can now offer a level of understanding of the industry not previously available without running around to multiple, separate consultants. For an investor, it is the perfect tool".

Bookings and more information are available on the Stock Photo Insight website:
stockphotoinsight.com

About stockphotoinsight.com: Three independent consultants, each renowned stock photography experts, bring together their diverse backgrounds to provide accurate, current and actionable information on the stock photo licensing industry for investors, researchers and business leaders.

About Lee Torrens: Lee Torrens is founder, consultant and industry analyst at MicrostockDiaries.com, where he shares observations on the microstock business. He is also Co-Founder of Microstock Expo and Director of Stock Photography at Canva.

About Paul Melcher: Paul Melcher is currently a strategic consultant for visual startups, advisor and founder of Kaptur Magazine, the first online publication dedicated to the photo tech industry. He was listed in American Photo's "100 most influential individuals in American photography."

About Amos Struck: Amos Struck is founder and editor of Stock Photo Press, which operates several German and English-language stock photo magazines. He is also the creator of the Microstock Photo Plugin for Wordpress and Co-Founder of Microstock Expo.