

# Envato launches pioneering approach to stock photography

Envato Elements has reinforced its position as one of the world's leading subscription services for digital creative assets, and one of Australia's largest stock photo providers, with the addition of photos to its catalogue this month.

Subscribers can now choose from more than 200,000 hand-selected, high quality and royalty free photos, with collections covering everything from landscapes and architecture to food, fashion, kids and families, animals and more.

The photos add to an existing collection of more than 26,000 creative assets on Envato Elements that includes graphics, templates, fonts and more.

Envato Co-Founder and CEO Collis Ta'eed said the package places Envato Elements as among the most competitive - and unique - subscription services for creative assets in the world. "In a rapidly expanding stock photo industry, we're truly excited that we can now offer photos as part of an Envato Elements subscription, providing creative people with a unique and competitive alternative to other marketplaces."

"We know that for people who use stock photos it is quality that matters most, and we have worked tirelessly to ensure that the photos our authors provide are not just diverse and useful for a wide variety of creative projects, but also truly beautiful."

In expanding the available assets on Envato Elements to include photos, Collis noted that one of the motivations behind the move was to provide an attractive alternative to subscribers. "From insight we receive from our creative community, we noted that photos are one of the key elements in many creative projects, and that our subscribers were using our assets as a base but going elsewhere to source these central, hero images.

"Our challenge has been to provide a captivating and accessible alternative, while still remaining true to the broad-based offering that makes Envato Elements such a leading creative subscription service.

“Our promise is unlimited downloads with no hidden costs; monthly subscribers have unlimited download access to every single photo and asset in our current library, and we will be growing the size of library significantly in the months to come.”

Collis observed that Envato’s photo contributors range from large, professional stock photography organisations through to hobbyists and freelancers, a spread that will provide customers with a ‘best of all-worlds’ approach to photo curation.

“With the addition of photos on Envato Elements - alongside our recent inclusions of our [Tuts+](#) tutorial and courses catalogue and access [AND CO subscriptions](#) - our commitment to providing a platform that gives customers everything they need to complete their creative projects has never been closer to realisation,” he concluded.

Currently, Envato Elements has more than 27,000 subscribers in more than 150 countries worldwide. According [to a recent report](#), the still photography industry is predicted to grow at 7.76% a year until 2021.

Envato’s existing stock photo marketplace [PhotoDune](#) has updated its catalogue to coincide with the inclusion of photos on Envato Elements, and will continue to offer photos for download on a per-image basis.

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#### ABOUT ENVATO

**Location:** Headquarters in Melbourne, Australia. Team located around the world.

#### What Is Envato?

Founded in 2006, [Envato](#) is the world’s leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than eight million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$500 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with thousands of ready-to-use

graphic templates, fonts and assets available for unlimited download.

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