

Fotolia's bestsellers in 2013 reflect global communication trends

NEW YORK, March 10, 2014 – Fotolia has unveiled its top five bestselling photos and illustrations around the world and in the USA, and met with Cédric Erard, cultural coach and semio-rhetoric expert, to find out more about these global and local cultural trends and what these best-selling images represent.

More than just images, says expert Cédric Erard

Data shows that happy people are still at the top of people's microstock lists - the world's bestselling image is an image of a happy woman enjoying the sun in a field of flowers. Close behind are common themes such as childhood, education, travel, and network technologies (see images attached). Despite their seemingly innocent and random look, these photos give us insight into our global society, because they are representative of certain aspects of the collective subconscious. Generally selected instinctively to speak to the largest amount of people possible, they represent common ideals within our society. Because they are widely disseminated, they also continue to feed and shape these ideals, which is why they reveal to us this collective subconscious as much as they feed it.

Cédric Erard, semio-rhetoric expert, explains: "The images we have here are valuable for their conceptual value rather than their literal value: in photo 2, the blond haired, blue-eyed little boy is not referencing a "white boy with blue eyes and blond hair" or even just a "little boy", as much as he is referencing the concept of childhood. He happens to be a boy, but could just as much have been a girl, white or black, 5 or 10 years old, rich or poor. What is being represented is the idea of a child, a young human filled with ideas and potential. As such, ideas of childhood, creativity and inspiration are also portrayed. Along these lines, photo 3 for example, does not represent a specific beach in a specific location somewhere in the world – it represents a dream vacation, or relaxation on the beach. It is a visual equivalent of the words tropical, exotic, dream, and it could be sold as a post card for Tahiti as much as Phuket, because of what it represents. If we take a closer look at the top 5 bestselling images, they reveal to us a desire for personal growth, freedom and creativity; a focus on leisure, nature, human progress, happiness and growth."

National bestsellers in the US spearhead global trends

US top sellers follow global trends, with crossover between national bestsellers and global bestsellers, showing a clear correlation between US preferences and global tastes, especially conceptual images. The most downloaded photo for the US is also the global top seller (42158128), the happy woman in a field of flowers. Second most downloaded image is a blue sky with clouds (40696152) representing a variety of concepts like freedom, happiness, relaxation, nature, etc. The third most downloaded image for the US, also happens to be the fifth most downloaded image globally, the wooden background (40355951). Just as with global downloads, the fourth (37877338) and fifth (43983645) most downloaded images for the US represent conceptual categories related to networking, social media, the internet, and technology.

Fotolia Bestsellers 2013 worldwide



Rank: 1
Description: Beautiful girl enjoying the summer sun
Credits: Evgenyatamanenko (Russia)
Source: <http://de.fotolia.com/id/42158128>



Rank: 2
Description: Cheerful smiling child at the blackboard
Credits: yuryimaging
Source: <http://de.fotolia.com/id/40298094>



Rank: 3
Description: Tropical beach
Credits: Anton Gvozdikov
Source: <http://de.fotolia.com/id/43903732>



Rank: 4
Description: Wood
Credits: donatas1205
Source: <http://de.fotolia.com/id/40355951>



Rank: 5
Description: Technology in the hands
Credits: violetkaipa
Source: <http://de.fotolia.com/id/44190609>

The Fotolia Bestsellers 2013 in the United States



Category: Concepts – emotions and feelings
Description: beautiful girl enjoying the summer sun
Credits: evgenyatamanenko
Source: <http://us.fotolia.com/id/42158128>



Category: Nature
Description: White clouds in a blue sky. Sky background
Credits: ecco
Source: <http://us.fotolia.com/id/40696152>



Category: Textures - wood
Description: Wood
Credits: donatas1205
Source: <http://us.fotolia.com/id/40355951>



Category: Media Technologies
Description: Social Media Sign
Credits: arrow
Source: <http://us.fotolia.com/id/37877338>



Category: Success in Business
Description: idea concept – light bulbs people
Credits: peshkova
Source: <http://us.fotolia.com/id/43983645>

About Fotolia

Fotolia is a leading provider of royalty-free photos, vectors, illustrations, and HD video - the preferred choice for millions of artists and content creators worldwide. As the first worldwide microstock organization to offer both crowd-sourced and professional images on one site, Fotolia members enjoy from quality, reliability and affordability. Today, Fotolia is over 4.6 million members strong, and spans the globe with websites in 14 languages and offices in 23 countries. With over 27 million files to choose from, Fotolia has something for everyone, whatever their budget. Fotolia was founded in 2004 in New York City.

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