



## **IMHO Reviews Storyblocks And Shares Important Updates In New Video**

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Storyblocks is one of the largest stock media companies that has been on the market for over 12 years. In the past couple of years, the company has seen a lot of changes. In their article and upcoming video, IMHO Reviews highlights those changes and discusses what makes Storyblocks stand out among all of their competitors.

"Stock footage is everywhere these days. We see it in commercials, TV programs, movies, Youtube videos, Instagram stories, - you name it. It is a great tool that helps make the video creation process easier and faster. Even beginners can do it. So it's no wonder that we now see a growing demand for stock footage. There are hundreds of services that offer similar services and still millions of people choose Storyblocks over other platforms," said Vitaliy Lano, the owner of IMHO Reviews.

IMHO Reviews latest video talks about new features of Storyblocks. The biggest update is the addition of Storyblocks' online video editor, Maker. The editor is integrated with Storyblocks library of over 1 million HD

and 4K video clips, which makes it easy to create professional-looking videos fast. It also comes with a tool that guides users through the whole process. Maker has hundreds of customizable templates to choose from, and it allows users to add both Storyblocks and their own content to the projects. With an editing tool, it is easy to customize videos with fonts, animations, intros, outros, overlays, transitions, and more. Maker is included in Storyblocks All Access subscription plan that currently costs \$65 per month or \$360 per year (with the purchase of annual membership) and allows unlimited project exports.

Storyblocks is a constantly evolving platform, and their library is being updated all the time. Right now, it offers its members unlimited access to millions of digital assets including Stock Footage, After Effects Templates, Animated Backgrounds, Premiere Pro Templates, Apple Motion Templates, Royalty-Free Music, Sound Effects, Photos, Vectors, and Illustrations. "I love that Storyblocks is expanding and adding new content to the library. But what's even more important is that, unlike many other companies, they are actually responding to the members' demand for content. The best example of that is Storyblocks' Re: Stock Diverse Footage Collection," shared Vitaliy.

Re: Stock Diverse Footage Collection was launched by Storyblocks as a response to the increasing demand for more diverse content. It focuses on better representing underrepresented communities both behind and in front of the camera. Storyblocks library now includes more footage of people of different ages, ethnicities, races, abilities, religions, and sexual orientations. Before, only 5% of all Storyblocks content featured people from BIPOC (Black, Indigenous, and people of color) communities. By 2022, the company plans to have 20% of its footage with BIPOC. Storyblocks' goal is to represent the lives of people of different communities and offer diverse and authentic stock. Re: Stock Diverse Footage Collection is included with a Storyblocks video subscription.

In the video review, Storyblocks is compared with other subscription-based stock footage platforms: Artgrid, Envato Elements, and Motion Array. According to IMHO Reviews, all three are good platforms with high-quality stock footage and competitive prices, but none can compete with Storyblocks in terms of library size, licensing, and value for money. Storyblocks is also the only site on the list that comes with its own easy-to-use video editor that enables people of all skill levels to create beautiful videos. "In our line of work, we test a lot of services. And I know all too well, that there is no one platform that fits everyone's needs. However, I believe that those who are looking for high-quality stock footage that comes with a hassle-free license and doesn't cost a lot of money, are going to love Storyblocks," explained Vitaliy.

For more information about Storyblocks, please check out the IMHO Reviews article and video review.

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## **IMHO Reviews**

*IMHO Reviews helps people better understand the services they are planning to use. IMHO Reviews publishes reviews of the services that they personally use and consider worth recommending.*

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