

shutterstock

sstkSports: Fans

A Shutterstock Content Brief





Overview

Authentic Sports Fan Moments

With the 2026 World Cup driving global interest in live sports, customers are looking for authentic visuals that show how fans come together to watch, react, and celebrate. From nervous moments before a major match to gathering at home with friends and family, content should capture the shared energy and connection that define sports fandom across all leagues and events.

Do not forget to include the keyword phrase **sstkSports** when submitting to this content brief so your content can be discovered!



Scenarios

Everyday At-Home Fan Experiences

Living Room Watch Parties: Friends or families gathered around the television in comfortable, real home settings.

Multigenerational Viewing: Parents, grandparents, and children watching together and sharing team pride across generations.

Small Group Gatherings: Roommates or close friends in apartments or dorm rooms wearing team apparel and watching together.

Mobile and Second Screen Viewing: Fans streaming live sports on smartphones or tablets at home, following plays, checking stats, or reacting in real time.

Backyard and Home Setups: Casual outdoor viewing setups such as projectors, patio televisions, or garage spaces where neighbors and friends gather.



Scenarios

Community Viewing and Celebration

Sports Bar Viewing: Fans gathering in busy bars and restaurants to watch the game on large screens, surrounded by team colors, shared tables, and high-energy atmospheres.

Outdoor Watch Parties: Communities coming together in public spaces such as parks, plazas, or fan zones with large screens and crowd engagement.

Street Celebrations: Supporters watching and reacting in neighborhood settings, cultural districts, or city streets decorated with flags and team pride.

Workplace Viewing Moments: Coworkers gathering in office break rooms or shared spaces to watch key matches during the workday.

Travel and Destination Viewing: Fans watching games in airports, hotels, or while traveling, showcasing the global reach and mobility of sports culture.



Scenarios

Live Stadium Supporter Energy

Stadium Crowd Moments: Supporters seated or standing in packed arenas and stadiums, wearing team colors and surrounded by fellow fans.

Cheering Sections and Supporter Groups: Organized fan sections with coordinated chants, scarves, banners, face paint, and visible team pride.

In-Seat Reactions: Close-up moments of fans reacting during key plays, overtime tension, or game-winning celebrations.

Pre-Game and Halftime Atmosphere: Supporters arriving at venues, finding seats, taking photos, and soaking in the live event experience.

Post-Game Celebrations: Fans celebrating in the stands or exiting the stadium after a big win, capturing the emotional aftermath of the event.



Scenarios

Modern Digital Fan Culture

E-Sports Tournament Viewing: Fans watching competitive gaming events at home, in arenas, or at organized viewing parties with large screens and immersive setups.

Livestream and Streaming Culture: Individuals or small groups watching live sports or gaming events on platforms such as Twitch, YouTube, or social media apps.

Content Creator Reactions: Streamers or online personalities broadcasting real-time reactions, commentary, and fan engagement during live events.

Online Fan Communities: Supporters engaging in live chats, watch-alongs, and digital fan groups that create shared experiences beyond physical spaces.



Aesthetic Dos and Don'ts

Capturing Real Sports Fandom

Capture sports fandom as it naturally unfolds. Approach your content like a documentary, focusing on real reactions, shared rituals, authentic environments, and genuine emotion. Both vertical and horizontal formats are encouraged, and settings should feel lived in and believable rather than overly styled.

While staying within commercial standards (no trademarks, accurate releases, etc.) avoid:

- Overly staged celebrations or exaggerated reactions
- Unrealistic viewing setups or excessively styled environments
- Models holding random sports equipment or balls to suggest they are watching sports
- Cliché sports fan tropes that feel outdated or inauthentic

Models and Styling



Models & Casting

Diverse fans in sports viewing content ensure representation and inclusivity, reflecting the global reach and cultural richness of sports fandom.



Emotionality

Capture candid fan moments to infuse your content with an authentic, unscripted feeling, creating a genuine connection to the energy and emotion of live sports viewing.

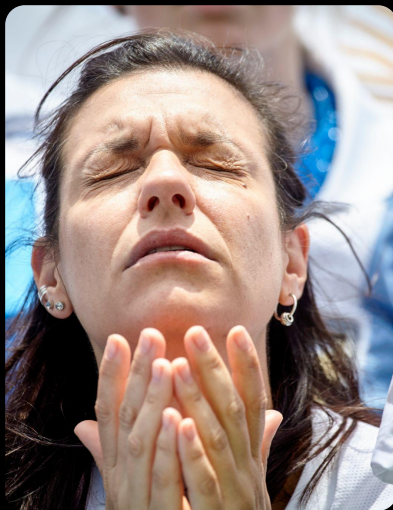


Styling

Avoid excessive styling and overproduction in fan-focused content. Embrace natural environments, real reactions, and the imperfections that make sports viewing feel authentic and relatable.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkSports** content. We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.



Top sstkSports Keywords

Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

arena, audience, bar crowd, big screen, championship, cheering, community, crowd, digital, e-sports, excitement, family, fan celebration, fan reaction, fan zone, fans, football, friends, game day, gathering, group, home viewing, livestream, match, mobile viewing, multigenerational, outdoor, packed stadium, public viewing, reaction, screen time, soccer, sports bar, sports fans, sports viewing, stadium, streaming, supporter, supporters, team spirit, television, tension, tournament, viewing party, watch party, youth

Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

anticipation, atmosphere, belonging, celebration, community, competition, connection, cultural pride, dedication, devotion, emotion, energy, engagement, excitement, fandom, focus, friendship, global unity, group identity, happiness, hope, intensity, joy, loyalty, momentum, nostalgia, passion, pride, rivalry, shared experience, solidarity, spirit, sports culture, support, suspense, teamwork, tension, togetherness, tradition, unity, victory, watch culture, winning, youthful energy

**Shooting video?
Keep these
specs in mind.**

Video Specs

Frame Rate: 23.98p

Resolution: **Horizontal**
(Cinema 4k) 4096x2160
(UHD) 3840x2160
(HD) 1920x1080

Vertical
HD - 1080x1920
4K - 2160x3840, 2160x4096,
2304 x 4096

Shutter Speed: 180 (1/48th)

Gamma: Rec 709
Wide Dynamic Range
(Cinema Style) Log-C

Compression: Pro-Res 422 (HQ)
H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

Commercial content can be used to advertise, promote, market, or monetize a product, business, or service. Because this content appears in commercial and promotional contexts, it is subject to stricter legal and licensing requirements than editorial content.

Important: The terms “World Cup” and “FIFA” are trademarked. Do not include these terms in your content or metadata. Review the [Known Restrictions List](#) for additional FIFA-related restrictions and guidance.

Please make sure the content you submit to this brief does not have any [visible trademarks](#), [intellectual property](#), and [personally identifiable information](#). All content featuring recognizable people must be submitted with a [valid model release](#).



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkSports** when submitting content for this request!



shutterstock

Thanks!

**We can't wait to see
what you create.**

Image Credits: Drazen Zigic, PeopleImages, Knot9Images, Monkey Business Images, Maskot Images, Krakenimages.com, adriaticfoto, Hero Images on Offset, Drazen Zigic, wavebreakmedia, Nomad_Soul, MAYA LAB, Paradoxe on Offset, Halfpoint, Gorodenkoff