



COPYTRACK

Copytrack announces exclusive infringement rights deal with news content provider WENN Media Group

- Copytrack and WENN Media Group enter into exclusive copyright infringement enforcement agreement
- WMG provides 10 million images from its 30-year photo archive to Copytrack for monitoring
- Copytrack's proprietary Reverse Image Search technology has convinced WMG

Copytrack, one of the world's leading image rights enforcement services, and WENN Media Group (WMG), an international news content provider, announced today their future exclusive collaboration. Copytrack will provide WMG with the tracking and worldwide legal enforcement of copyright infringement.

Over 10 million images given to Copytrack for monitoring

WMG Chairman and acting CEO Lloyd Beiny said, "We are delighted to pledge our 30 year old photo archive, which encompasses over 10 million images, to COPYTRACK, whose record of ensuring copyright owners are compensated for infringements of their IP is most impressive, and in my opinion, are the very best service in the business. As the online digital world matures, the number of infringement incidents has increased exponentially. Photo asset owners need to demonstrably take a stand to curb this unlawful practice and ensure photographers and their agents are properly remunerated from those whose intent is to devalue our copyrights."

Marcus Schmitt, CEO of COPYTRACK, added "We are happy to have Lloyd and the WMG team on board. With their long history and huge image portfolio, WMG is a well-recognised and highly professional player in the image market. We are looking forward to a successful cooperation."

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About Copytrack

Copytrack paves the way for carefree online use of digital images. The Berlin-based legaltech company not only monitors photos and illustrations used online, but also takes care of the worldwide subsequent licensing and legal enforcement of copyright infringements. The service is aimed at photographers, publishers, news and photo agencies, as well as, e-commerce providers worldwide. According to their "no win, no fee" policy, the complete range of services is risk-free for all users, because Copytrack only receives a percentage commission in the event of success.

Copytrack uses its own intelligent reverse image search technology to find images used without a valid license, which has a hit accuracy of approx. 98%. Users simply identify which found images are used without a valid license and can then determine their desired compensation. Copytrack also offers a convenient license calculator to help users determine fees automatically.

Copytrack was founded in 2015 by Marcus Schmitt and today employs more than 35 international staff members, who have already successfully enforced cases in more than 90 countries. For more information, please visit:

Website: <https://www.Copytrack.com/>
Facebook: <https://www.facebook.com/COPYTRACK>
Twitter: <https://twitter.com/Copytrack>
LinkedIn: <https://www.linkedin.com/company/Copytrack-gmbh>

About the WENN Media Group (WMG)

For almost 30 years, The WENN Media Group (WMG) has been at the forefront of providing the world's media with up-to-the-minute entertainment news content. WMG is a unique, independent, global news organisation headquartered in London, with production based in Los Angeles, New York, and Berlin. WMG's entertainment content is relied upon by newspapers, magazines, radio, TV, websites, blogs, telecoms, national and international news for the very latest round-the-clock celebrity news, photos, and video content. For more information, see <http://www.wenn.com>.